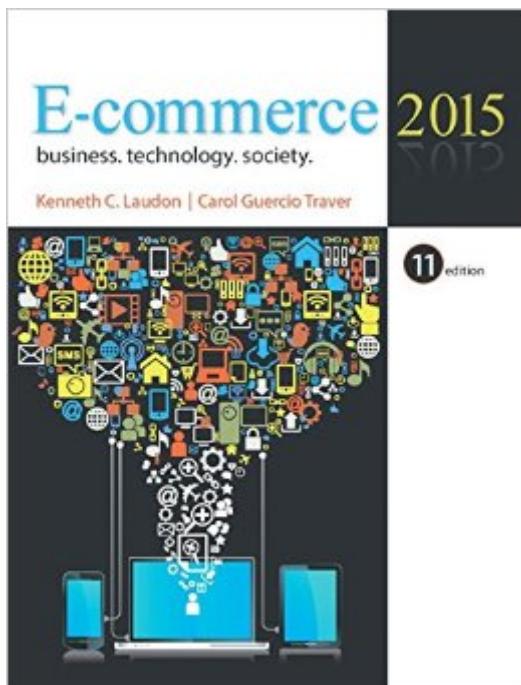


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# E-Commerce 2015 (11th Edition)



## **Synopsis**

E-Commerce 2015 is intended for use in undergraduate and graduate e-commerce courses in any business discipline. The market-leading text for e-commerce This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce—“technology change, business development, and social issues”—to provide a coherent conceptual framework for understanding the field. Teaching and Learning Experience This program will provide a better teaching and learning experience—for both instructors and students. Comprehensive Coverage Facilitates Understanding of the E-Commerce Field: In-depth coverage of technology change, business development, and social issues gives readers a solid framework for understanding e-commerce. Pedagogical Aids Help Readers See Concepts in Action: Infographics, projects, and real-world case studies help readers see how the topics covered in the book work in practice.

## **Book Information**

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Average Customer Review: 3.1 out of 5 stars (See all reviews) (23 customer reviews)

Best Sellers Rank: #81,636 in Books (See Top 100 in Books) #65 in Books > Business & Money > Industries > Retailing #275 in Books > Business & Money > Processes & Infrastructure > E-Commerce #291 in Books > Textbooks > Business & Finance > Management

## **Customer Reviews**

Ordered the paperback version of E-commerce 2015, and got the "Global Edition." This isn't the same book. On the back, it says "This is a special edition of an established title widely used by colleges and universities throughout the world. Pearson published this exclusive edition for the benefit of students outside the United States and Canada. If you purchased this book within the United States or Canada you should be aware that it has been imported without the approval of the Publisher or Author."Now I'm a week into class with the wrong book.

Be cautious, this is the european version of the textbook. I assumed that by selecting paperback I

would get the paperback version of the American textbook.

If you're buying this books in hope of it being a cheaper version than the E-Commerce 2015 Hardcover, don't. It is not the same book, this was made for distribution outside the U.S. and Canada, it was not authorized by the author. The text here is simplified and changed from the original, it is not a bad book, it is easy to understand it, but it should not be an paperback option for the original.

Not very technical, but this edition is well updated with current events. It is worth it to get the most recent edition as the world of e-commerce is developing quickly.

This book has a lot of typos. I've only read 4 chapters, and it's actually very distracting.

The book is horrible basically falling apart the ledger does not even stay together very disappointed

Great book for undergraduate teaching!

expensive not innovative

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