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Strategies for E-Business: concepts and cases (2nd Edition)

Tawfik Jelassi, Albrecht Enders

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Ideal for MBA students and upper level undergraduates, this book utilises extensive research, strategic frameworks, a methodological toolset and original real-world case studies to link e-business to overall corporate strategy. It builds awareness and sharpens students' analytical understanding of how companies have developed and implemented electronic and mobile commerce strategies in the real world and the issues and challenges that e-commerce strategies and applications present.

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