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E-Commerce Essentials [Laudon, Kenneth C, Traver, Carol Guercio] on Amazoncom *FREE* shipping on qualifying offers E-Commerce Essentials Professor Laudon also acts as an in-house educator for several consulting firms, and as a consultant on systems planning and strategy to several

Lecture 8 : E-Commerce, Web 2.0, and Social Networking

Lecture 8 : E-Commerce, Web 2.0, and Social Networking Mr Prince Senyo Session Objectives It is expected that at the end of the session, students will understand: •E -Commerce and the categories of E -Commerce •The benefits of E -Commerce •Kenneth C Laudon and Jane P Laudon (2009) Essentials of Management

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and other supporting materials can be downloaded

GLOBAL EDITION Management Information Systems

Kenneth C Laudon is a Professor of Information Systems at New York University's Stern School of Business He holds a BA in Economics from
Stanford and a PhD from Columbia University He has authored twelve books dealing with electronic commerce, ...

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