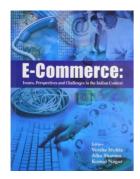
Get Kindle

E-COMMERCE: ISSUES, PERSPECTIVES AND CHALLENGES IN THE INDIAN CONTEXT



KW Publishers, New Delhi, India, 2010. Softcover. Book Condition: New. First Edition. This book has been edited with the purpose of creating and illustrating various aspects of e-commerce and integrating them with the functional aspects of management, namely Marketing, Human Resource Management and Finance. The issues have been addressed with an intention to make things lucid and understandable. In this respect, the book provides a structure that will help managers, academicians and students to see more clearly how e-commerce has...

Download PDF E-Commerce: Issues, Perspectives and Challenges in the Indian Context

- Authored by Versha Mehta, Alka Sharma & Komal Nagar (Eds)
- Released at 2010



Filesize: 4.87 MB

Reviews

An incredibly great ebook with lucid and perfect explanations. It is actually rally fascinating through studying period of time. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Josefina Yundt

It in a of the best book. Yes, it can be perform, nevertheless an amazing and interesting literature. You may like the way the article writer publish this ebook.

-- Wava Hettinger

Basically no phrases to spell out. It is actually rally interesting through studying time. You can expect to like just how the article writer create this publication.

-- Braden Leannon