



## Fundamentals and Practice of e-commerce (third edition) a series of programming textbooks for higher vocational education(Chinese Edition)

By YANG LI FAN ZHU

paperback. Condition: New. Language:Chinese.Paperback. Pub Date: 2017-03-01 Publisher: University Publishing house This book is a basic tutorial for E-commerce beginners. including E-commerce overview. technical preparation and economic preparation of E-commerce. network business information retrieval and utilization. Network marketing Strategy. network promotion strategy. Internet finance. E-commerce Logistics and e-commerce security management .



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