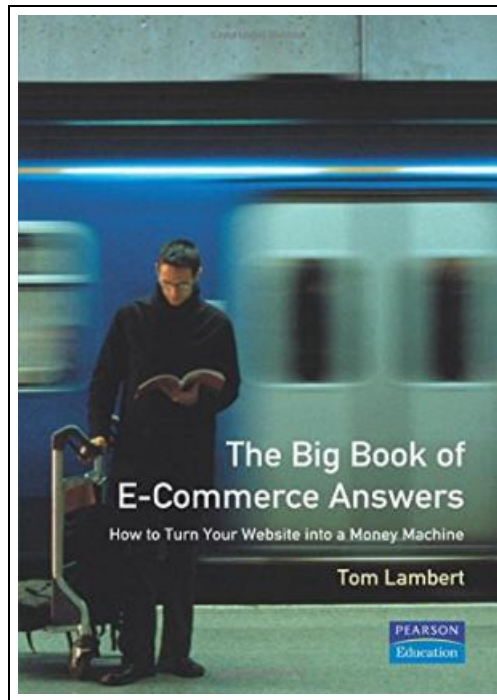


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Undoubtedly, this is the greatest job by any author. It is actually filled with wisdom and knowledge I am quickly could get a pleasure of reading a written book.

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Financial Times, 2001. Taschenbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Managers need to manage. In e-commerce the 'techies' far too easily pull the wool over their eyes. The alternative to building knowledge is to have the technical people, advertising agencies or marketing departments making the business decisions that would normally be the sole responsibility of the front-line manager. This book puts the control back where it belongs. No commercial enterprise can be without an effective web presence but to be effective as a business activity, business managers need to be able to produce a robust and viable e-commerce strategy. This book helps the reader plan and operate a well-founded e-commerce operation, whilst suggesting ways in which to make the best use of technology to improve productivity and reduce costs. 322 pp. Englisch.



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