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B2B INTEGRATION: A PRACTICAL GUIDE TO COLLABORATIVE E-COMMERCE (PAPERBACK)



Imperial College Press, United Kingdom, 2003. Paperback. Condition: New. New. Language: English . Brand New Book. This comprehensive guide reveals the key elements of successful B2B integration and collaborative e-commerce, by highlighting business needs, technologies, and development strategies. It equips companies with practical guidelines for quickly implementing an effective B2Bi strategy, and prepares them for the next wave of B2B integration and collaborative e-commerce. It clarifies the intricate dependencies among all the components of B2Bi, including integration patterns, enterprise application...

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- · Authored by Gunjan Samtani
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