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What is e-Business?: How the Internet Transforms Organizations

By Feng Li

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, What is e-Business?: How the Internet Transforms Organizations, Feng Li, Based on fifteen years' experience teaching e-Business modules, Feng Li takes the reader through the vast range of topics and issues surrounding e-business. This much-needed new text gives business and technology students the integrated framework they need to interpret conflicting and rapidly changing business phenomena. * A coherent introduction to e-business. * Features case studies of the transformation of various industries, including banking, the music industry, e-tailing, the telecoms industry, and e-public services. * Discusses emerging issues such as privacy, security, identity and presence in the cyber world, Internet marketing, legal, regulatory, social and political issues. * Supported by online lecturer and student resources, available soon.



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