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Section 1. Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing crucial theories essential to the understanding of electronic commerce. Chapters found within these pages provide an excellent framework in which to position electronic commerce within the field of information science and technology. Insight regarding the critical incorporation of global measures into electronic commerce is addressed, while crucial stumbling blocks of this field are explored. With over 15 chapters comprising this foundational section, the reader can learn and chose from a compendium of expert research on the elemental theories underscoring the electronic commerce discipline.

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