E-Business Managerial Aspects, Solutions and Case Studies

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Electronic business plays a central goal in the economy, facilitating the exchange of information, goods, services and payments.

E-Business Managerial Aspects, Solutions and Case Studies explores the relevance and impact of enterprise competitiveness, its role in the support of new organizational models, and its drivers and barriers to e-business development, as well as the presentation of state-of-the-art enabling technologies. This book provides researchers, scholars, and professionals with some of the most advanced research developments, solutions and discussions in the e-business discipline.

Topics Covered:

- Business agility and process agility
- Collaborative business interfacing for SMEs
- Collaborative networks
- Conservation of information and e-business success and challenges
- E-procurement
- Knowledge activities for enhancing organizational preparedness
- Search engine marketing in small and medium companies
- SMEs and e-business
- Sourcing electronic platforms
- Strategic e-business


Print: US $245.00  |  Perpetual: US $385.00  |  Print + Perpetual: US $490.00

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