



# Electronic Commerce: A Managerial Perspective

*Efraim Turban, H. Michael Chung, Jae Kyu Lee, Michael Chung*

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This book presents the fundamentals of electronic commerce and its terminology, describing what it is and how it is being conducted and managed. It also focuses on the major opportunities, limitations, issues, and risks impacting the market place around the world as we enter the second millenium. Chapter topics include retailing, consumer behavior and market research, advertisement and publishing, services, intranet and extranet application, payments, corporate strategy, public policy, and infrastructure. For anyone interested in network and Internet transactions — especially managers and professional in any functional area of the business world, and people in government, education, and health services.

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