



Electronic Commerce

Gary Schneider

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Electronic Commerce, Seventh Edition covers emerging online technologies and trends and their influence on the electronic commerce marketplace. This edition highlights important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud. The pedagogical value of this new edition is enhanced through a fresh 4-color interior, and new and updated material that balances the technological with the strategic aspects of successful e-commerce.

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