



Complete Idiot's Guide to e-Commerce (Complete Idiot's Guide)

Robert Smith

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The Complete Idiot's Guide to e-Commerce shows you what makes e-businesses successful, what to consider when starting an on-line business, where the Internet is heading and how to avoid the pitfalls that are on the horizon. It also includes an e-commerce business model at the end of the book that brings all the content together in one cohesive strategy. You can surf the Internet to an on-line website for real examples of some e-commerce concepts like 'real-time' supply chain objects or secure electronic payment forms. The book also includes links to e-commerce suppliers, information and new technology.

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