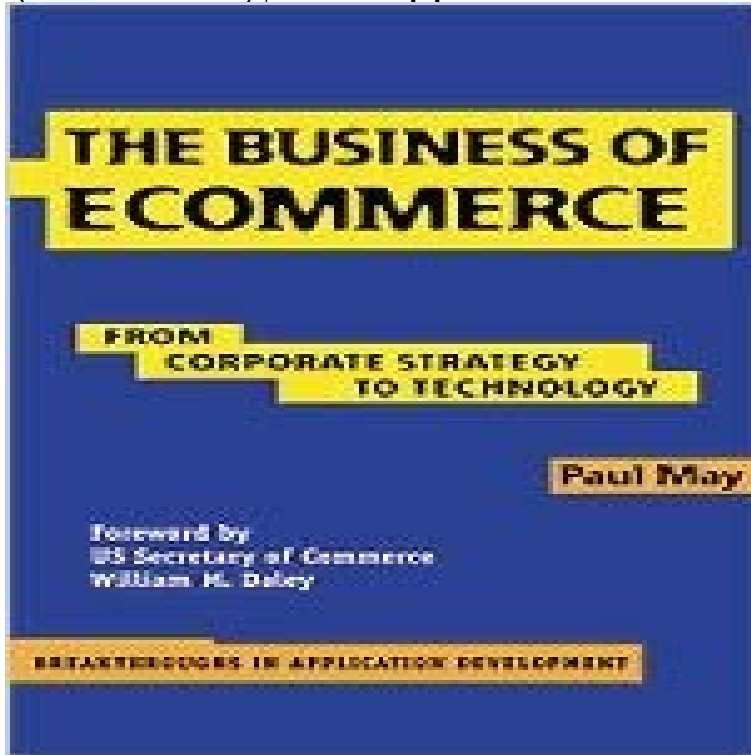


The Business of Ecommerce: From Corporate Strategy to Technology (Breakthroughs in Application Development)



The Business of Ecommerce explains how to conduct business over the Web. Accessible and useful to both technical and nontechnical readers, the book describes the relevant business issues to technologists and technical issues to business managers. Paul May combines his experience as a consultant to both blue chip companies and Internet startups to provide a generic model for understanding ecommerce opportunities. He makes accessible all of the relevant technologies. This book empowers technical and business decision-makers to maximize the opportunities of ecommerce.

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