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paperback. Condition: New. Language:Chinese.Paperback. Pub Date:2016-07-01 Pages:186 Publisher: Tsinghua University press book is written for the development of the times and adapt to the needs of society and the electronic commerce entry materials. understanding from the two aspects of e-commerce and e-business application design and content of the teaching section. The book is a total of 7 chapters. respectively. introduce the basic concept of e-commerce. e-commerce involving technology. marketing.

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