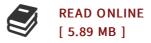




## **E-business practices**

By ZHOU JIAN LIANG. DENG

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 228 Publisher: Tsinghua University. Pub. Date: 2010-9-1. Contents: Chapter 11.1 ecommerce online shop set up to prepare the concept of the basic concepts of e-commerce 1.1.1 Classification 1.1.2 Classification of E-commerce 1.2 Industry 1.2.1 E-commerce development in e-commerce applications in the retail industry 1.2.2 E-commerce applications in the securities industry 1.2.3 Ecommerce applications in the insurance industry 1.2.4 Ecommerce applications in the tourism industry 1.2.5 Ecommerce applications in manufacturing networks 1.2.6 Egovernment 1.3 1.4 Sales of goods shop choose the platform of choice 1.4.1 1.4.2 auction nature of the platform features online store characteristics 1.4.3 choose the nature of the Internet platform shop website building platform. the standard 1.5 Principles 1.5.2 1.5.1 Website 1.5.3 using the template construction site construction sites using web authoring software to use online shop program production site 1.5.4 1.6 Training: e-commerce website and various industries Chapter 2 analyzes the creation of 2.1 shop online shop online shop of the basic process flow 2.1.1 2.1.2 2.2 opened Taobao shop shop decoration 2.2.1 name: from a good name. makes it easier to find...



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