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Book Summary: The title of this book is E-Commerce 2012 (8th Edition) and it was written by Kenneth Laudon, Carol Guercio Traver, Kenneth C. Laudon. This particular edition is in a Hardcover format. This books publish date is Nov 26, 2011 and it has a suggested retail price of \$210.60.

E-Commerce 2012 (8th Edition) by Kenneth C. Laudon, Carol ...

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Kenneth C. Laudon was a professor of Information Systems at the Stern School of Business at New York University.. Life and work. Kenneth Laudon graduated from Stanford University and has a Ph.D from Columbia University. Laudon's first book, Computers and Bureaucratic Reform: The Political Functions of Urban Information Systems (John Wiley and Sons, 1974) was an early study of the use of ...

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This book is quite interesting and most relevant for our time. I got this book for my E-commerce module within a Masters ISM program that I am pursuing. The writers Laudon and Traver have covered different aspects within E-commerce. Each concept is easy to understand and are applicable to the modern market. Great book!

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Kenneth C. Laudon is a professor of information systems at New York University's Stern School of Business. He holds a BA in economics from Stanford University and a PhD from Columbia University. He has authored 12 books dealing with electronic commerce, information systems, organizations, and society.

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