

Strategies For E-Business: Creating Value Through Electronic And Mobile Commerce Concepts And Cases By Tawfik Jelassi;Albrecht Enders;Francisco J. Martinez-Lopez

By Tawfik Jelassi;Albrecht Enders;Francisco J. Martinez-Lopez

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Tawfik Jelassi is the author of Strategies for e-Business (4.20 avg rating, 5 ratings, 0 reviews, published 2008), Tawfik Jelassi s Followers.

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This text utilises research, strategic frameworks, a methodological toolset & real-world case studies to link e-business to overall corporate strategy.

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