



E-Commerce: An Indian Perspective

P. T. Joseph

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The comprehensive coverage of this fourth edition equips the students with the latest information in e-commerce concepts, models, strategies, and techniques that can be used to build useful e-commerce applications. The range of topics covered is broad, making this book a solid introductory text for the rapidly expanding number of courses in e-commerce for business students at the undergraduate or postgraduate level, and also for students pursuing courses in computer applications, information technology and information science. The book features several comprehensive and diverse case studies and data on indian corporations, as well as multinational companies showing success and failure of their web-based electronic business models. New material on developments in technology and general business strategy has been added in all the chapters.

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