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E-Commerce Strategy

With 78 figures



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Preface

Changes have taken place in the traditional business strategic environment resulting from the development of e-commerce. Any country, industry or enterprise can survive in the new environment and continue to make progress only if it is able to make full use of opportunities brought about by e-commerce and actively carry out strategic transformation. To prepare for making a scientific e-commerce strategy, we should thoroughly understand the meaning, contents, research methods of e-commerce strategy first.

The book takes the lead in that e-commerce strategic analysis and comparisons are made at three levels of economic entities: nation, industry and enterprise. It builds awareness and sharpens readers' analytical understanding of the key issues about e-commerce strategies. To link the theory of e-commerce strategy and practice in the real world, it brings together theoretical perspectives based on academic research and a large number of cases, especially those of China. Proposing a forward-looking guiding ideology to researchers and constructors, it focuses on Chinese markets and features of e-commerce strategies for Chinese economic entities at each level. Graduates and undergraduates of e-commerce and computer science, government officials, entrepreneurs and managers will all get benefits from this book.

Both theory and practice are involved hierarchically and comprehensively in this book, which means that readers have the chance to see how the basic e-commerce strategies are varied and applied to the national, industrial and enterprise levels respectively, especially in those organizations with Chinese characteristics. What's more, lots of current situations, e-commerce strategies in use in specific environments and the latest planning and policies of the Chinese government will be discussed in the book.

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