

E-Commerce Industry Chain: Theory and Practice

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Abstrak

This book focuses on e-commerce industry chain based on the whole process of e-commerce activities (production, distribution, circulation, consumption). It extracted the supporting technology and operation process of e-commerce into general principles in the form of mathematical analysis, helping readers to build the frame of theory and practice of activity link of e-commerce. This book stands on the concepts, carries on the innovation and cases in the practice, helping readers to establish a relatively complete e-commerce system. Also the arising challenges and issues are discussed, and guide for the future e-commerce development under the new situation is presented.