



# Electronic Commerce: From Vision to Fulfillment (3rd Edition)

By *Elias M. Awad*

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This briefer text gives students an overview of managerial and technical concepts of e-commerce. The material follows a life cycle approach to show students the entire process of e-commerce from "vision" or strategic planning to "fulfillment" for delivery of products and services with the goal of customer satisfaction.

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**Electronic Commerce: From Vision to Fulfillment (3rd Edition) By Elias M. Awad Bibliography**

- Rank: #3559212 in Books
- Published on: 2006-02-26
- Original language: English
- Number of items: 1
- Dimensions: 9.28" h x .84" w x 6.88" l, 1.77 pounds
- Binding: Paperback
- 576 pages

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