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Understanding the Vast and Expanding Field of E-commerce . Laudon ' s E-commerce 2017: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today.

E-Commerce 2017, Global Edition: Amazon.co.uk: Laudon ...

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