

<<商务对商务>>

图书基本信息

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内容概要

B2B presents the first definitive blueprint for creating a profitable business-to-business e-commerce strategy. Showcasing successful initiatives designed by industry leaders such as Cisco Systems and Dell Computer, as well as lesser-known trailblazers such as VerticalNet and eCredit.com, Michael Cunningham clearly identifies the key issues in assessing opportunities, building technological and organizational capabilities, and designing a successful business-to-business strategy using the full power of the Internet.

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