



E-Commerce **BASICS**, Second Edition (**BASICS Series**)

Bruce McLaren, Constance H. McLaren

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This text shows how fundamental business concepts apply to the world of e-commerce. It covers personal applications such as online banking, retail purchasing, and consumer education as well as business applications such as Internet marketing, advertising, and security. The book shows how to build and maintain a commercial Web site and includes end-of-chapter projects that emphasize the practical application of technical skills in a business setting.

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