

<<商务对商务>>

图书基本信息

书名：<<商务对商务>>

13位ISBN编号：9780738205229

10位ISBN编号：0738205222

出版时间：2002-6

出版时间：Basic Books

作者：Michael Cunningham,Michael J. Cunningham

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商务对商务>>

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.

<<商务对商务>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>