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<<B-to-B电子商务>>

图书基本信息

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内容概要

To guide readers to Web-based sources of information that can supply good supplemental information.Using the best Web resources you can find out "what happened next"in the companies that our case studies examine-and,if you dig in the right places,why it happened.We get you started by steering you to sites where you can learn more.As the From the Field series develops we will enrich and refine our Web guidance,partly based on suggestions we receive from readers such as you.

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