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SOCIAL COMMERCE: QUAND LE E-COMMERCE RENCONTRE LE WEB D AUJOURD HUI (PAPERBACK)



Digital Mammouth, United States, 2010. Paperback. Condition: New. Caroline Saint-Lu (illustrator). Language: French . Brand New Book ***** Print on Demand *****.Ce livre est l histoire d une rencontre, celle du monde du e-commerce et de celui du Web. Jusqu a present, les deux mondes se cotoyaient sans vraiment se rencontrer. Les entreprises du Web s occupaient de Web, les entreprises e-commerce de e-commerce. De meme pour les entrepreneurs eux-memes: les entrepreneurs du e-commerce venaient plutot du monde du commerce,...

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- Authored by Julien Chaumond
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