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Springer. Hardcover. Book Condition: New. Hardcover. 144 pages. Dimensions: 9.8in. x 6.4in. x 0.7in. Internet and web technology penetrates many aspects of our daily life. Its importance as a medium for business transactions will grow exponentially during the next few years. In terms of the involved market volume, the B2B area will hereby be the most interesting area. Also, it will be the place, where the new technology will lead to drastic changes in established customer relationships and business models. In...

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- Authored by Ying Ding
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