

# 《Global e-commerce: Impacts of National Environment and Policy 全球电子商务》

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## 内容简介

Are the Internet and e-commerce truly revolutionising business practice? This book explodes the transformation myth by demonstrating that the Internet and e-commerce are in fact being adapted by firms to reinforce their existing relationships with customers, suppliers and business partners. Detailed case studies of eight countries show that, rather than creating a borderless global economy, e-commerce strongly reflects existing local patterns of commerce, business and consumer preference and its impact therefore varies greatly by country. Paradoxically, while e-commerce is increasing the efficiency, effectiveness and competitiveness of firms, it is also increasing the complexity of their environments as they have to deal with more business partners and also face greater competition from other firms. This incisive analysis of the diffusion and impact of e-business provides academic researchers, graduate and MBA students with a solid basis for understanding its likely future evolution.

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