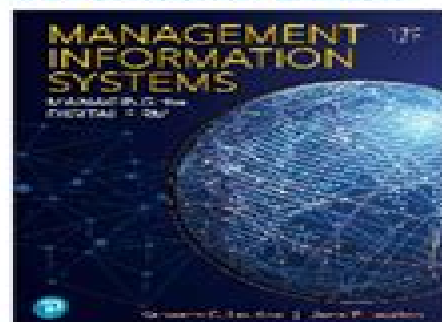


Management Information Systems: Managing the Digital Firm

Seventeenth Edition



Pearson

Chapter 10

E-commerce: Digital Markets, Digital Goods

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1

Learning Objectives

- 10.1** What are the unique features of e-commerce, digital markets, and digital goods?
- 10.2** What are the principal e-commerce business and revenue models?
- 10.3** How has e-commerce transformed marketing?
- 10.4** How has e-commerce affected business-to-business transactions?
- 10.5** What is the role of m-commerce in business, and what are the most important m-commerce applications?
- 10.6** What issues must be addressed when building an e-commerce presence?
- 10.7** How will MIS help my career?

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Managing The Digital Firm Study Guide

David Kirk



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