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Like Samuelson in Economics, Drucker in Management, and Porter in Strategy, with e-Commerce and Cases in e-Commerce, Rayport and Jaworski have written what leaders in the new economy are calling the gold standard in e-commerce strategy formulation. "-J.P. Lenney, President of McGraw-Hill/Irwin Publishing, a unit of McGraw-Hill Education

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Introduction to E-Commerce, 2/e, by Rayport and Jaworski, can be used as the principles book for e-commerce. Much like there is a Principles of Marketing that is intended to be the first course in marketing, The text covers the entire landscape of e-commerce.

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Jeffrey Rayport and Bernie Jaworski (two of its founders) are the principal authors of the first books produced by the McGraw-Hill/MarketSpaceU alliance. e-Commerce has already received early critical acclaim from academic and Internet business leaders:

Amazon.com: E-Commerce (9780072465211): Rayport, Jeffrey F. ...

Jeffrey F. Rayport is Chairman and Founder of MarketSpace LLC, a subsidiary of Monitor Group. Bernard J. Jaworski is Vice-Chairman of MarketSpace LLC and heads its Monitor Executive Development business unit.

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E-commerce - Jeffrey F. Rayport, Bernard J. Jaworski ...

Rayport And Jaworski ABSTRACT The online auction marketplace eBay.com is a microcosm of e-commerce. Here it consist brief overview of eBay. This document describes how one can use eBay to get the fundamentals of e-commerce, using the Rayport and Jaworski 7Cs framework of the online customer interface.

Rayport And Jaworski Free Essays - StudyMode

Jeffrey F. Rayport is an academic, author, consultant, and founder and chairman of MarketSpace LLC, a strategic advisory practice that works with leading companies to reinvent how they interact with and relate to customers.

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Biogral i a del autor Jeffrey F. Rayport is Chairman and Founder of MarketSpace LLC, a subsidiary of Monitor Group. Bernard J. Jaworski is Vice-Chairman of MarketSpace LLC and heads its Monitor Executive Development business unit. | D i solo a la editorial!

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Jeffrey currently serves on the Faculty of the Harvard Business School in the Entrepreneurial Management Unit, where he teaches in both MBA and Executive Education programs. He taught the first ever e-commerce class at Harvard in 2000 and coined the term " viral marketing " .

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