



E-Commerce Strategy (Advanced Topics in Science and Technology in China)

Zheng Qin, Yang Chang, Shundong Li, Fengxiang Li

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E-Commerce Strategy builds awareness and sharpens readers' understanding of the key issues about e-commerce strategies. To link theory of e-commerce strategy with practice in the real world, it brings together theoretical perspectives based on academic research, integrated use of technologies and large amount of cases, especially those of China. With regard to the innovative technical standards and frameworks, it proposes strategic analysis from a technical point of view. The book is intended for postgraduate students in e-commerce and computer science as well as government officials, entrepreneurs and managers.

Prof. **Zheng Qin** is the Director of Software Engineering and Management Research Institute, Tsinghua University, China; Dr. **Shundong Li** is a Professor at the School of Computer Science, Shaanxi Normal University, China; Dr. **Yang Chang** and Dr. **Fengxiang Li** are both Research Assistants at the School of Software, Tsinghua University, China.

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