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seminar paper from the year 2003 in the subject business economics business management corporate governance university of phoenix language english abstract this paper answers four discussion questions concerning various electronic marketing concepts first the difference between e commerce and e business is discussed second details are given why b2b has greater potential than b2c third the concept of disintermediation is discussed and what type of business could benefit most from this concept and finally reintermediation as a concept is discussed and which type of business could benefit most from this concept

this collection compiles a critical mass of top research nearly 300 chapters from upwards of 400 of the world s leading experts to provide libraries with a landmark four volume reference to meet research needs in the many disciplines impacted by these far reaching topics this collection covers topics including mobile commerce virtual enterprises business to business applications services and enterprise methodologies provided by publisher

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