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The risks and rewards of developing good e-policy are many; having a basic understanding of complex e-issues is a businessperson's best friend. The E-Commerce Book: Building the E-Empire, Second Edition by Steffano Korper and Juanita Ellis is another new book that brings the complexity of e-commerce to the generalist. The authors tie together all the reasons even the seemingly best and brightest ideas in e-commerce have failed.

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