Business to Business Electronic Commerce: Challenges and Solutions

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In the mid 1990s, the widespread adoption of the web browser led to a rapid commercialization of the Internet. In addition, initial success stories were reported from companies that learned how to create an effective direct marketing channel - selling tangible products to consumers directly with the World Wide Web. By the end of the 1990s, the next revolution began - called business-to-business electronic commerce. This work provides a source of knowledge related to this emerging area of business.

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