



# E-Commerce : Formulation of Strategy

*Arun Kumar*

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## **E-Commerce : Formulation of Strategy** Arun Kumar

With the growth of the Internet, corporation have struggled with the determination of the appropriate level of investment in the new technology. Managers faced the quandary of whether to fully commit or wait and watch. Academics devoted effort to determining ways to formulate E-commerce strategies or how to execute an E-commerce strategy. This book tries to find ways of formulating strategies especially in the time of globalization, in developing and developed countries with emphasis on developing countries.

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