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# **Emergent Strategies for E-Business Processes, Services and Implications: Advancing Corporate Frameworks (Advances in E-Business Research Series) (Premier Reference Source)**

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Recently, e-business applications have evolved beyond business transactions and services to include customer relationship management (CRM), mobile computing, Web mining, e-healthcare, social networking, and Web 2.0. As e-business continues to create new business models and technologies, researchers, higher education faculty, and practitioners are in great need of appropriate reference resources to enhance their understanding of all aspects of e-business technologies and management.

**Emergent Strategies for E-Business Processes, Services and Implications: Advancing Corporate Frameworks** is an authoritative collection of original, in-depth, and innovative research articles on e-business concepts, models, processes, services, and applications. This book presents an integrated view of emerging issues and technologies addressed by renowned scholars, providing researchers and practitioners with the state-of-the-art reference for future research and practices on a wide range of topics including e-CRM, e-business model, multi-channel management, e-health, m-commerce adoption, offshore outsourcing, and e-business innovation.

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