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Acknowledged authors Kenneth C. Laudon , Carol Traver wrote E-Commerce 2015 (11th Edition) comprising 912 pages back in 2014. Textbook and eTextbook are published under ISBN 0133507165 and 9780133507164. Since then E-Commerce 2015 (11th Edition) textbook was available to sell back to BooksRun online for the top buyback price or rent at the marketplace.

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- Identify the key components of e-commerce business models.