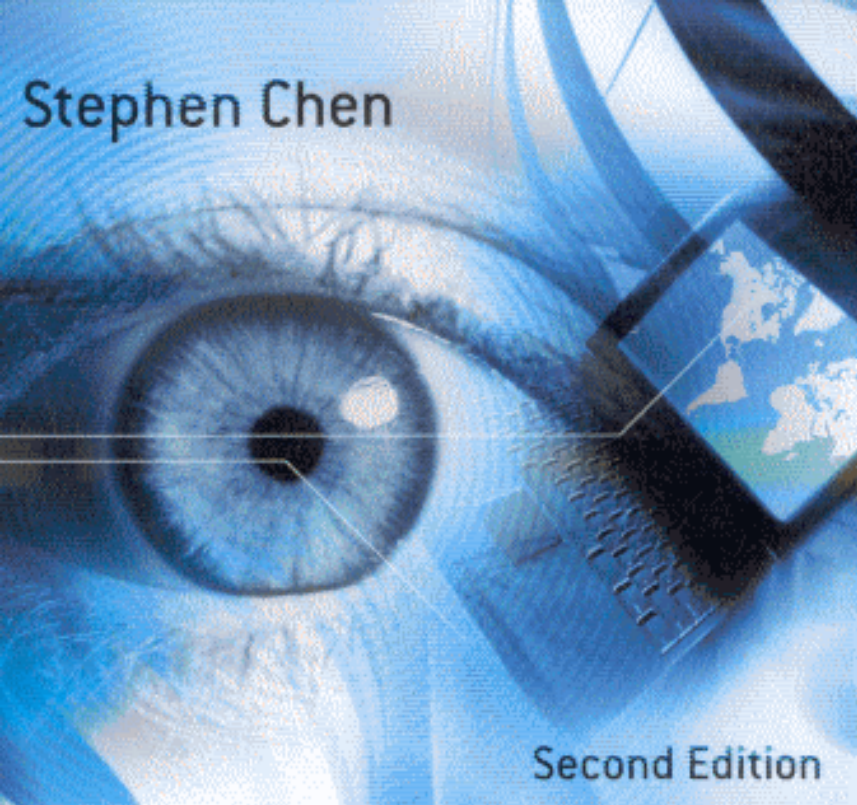


The top half of the book cover features a composite image. On the left is a large, detailed human eye with a blue iris. To the right of the eye is a laptop computer. The laptop screen displays a map of the world, and a thin white line connects the eye's pupil to the map. The entire scene is bathed in a blue light.

Stephen Chen

Second Edition

Strategic
Management of
e-Business

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