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A CASE STUDY

Evaluation of E-commerce success in India

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ABSTRACT

E-commerce has introduced yet another revolution in the field of buying and selling of product and services. E-commerce refers to electronic commerce which pertains to trading in goods and services through electronic medium. India is witnessing a tremendous growth in e-commerce because of low cost of pc, greater awareness in internet and positive attitude of businesses towards application of E-commerce technique.

KEY WORDS : Evaluation, E-commerce, Internet, Application

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