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Book Summary: The title of this book is E-  
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written by Kenneth Laudon, Carol  
Guercio Traver, Kenneth C. Laudon. This  
particular edition is in a Hardcover  
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### **Kenneth C. Laudon - New York University**

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Kenneth C. Laudon is a professor of information systems at New York University's Stern School of Business. He holds a BA in economics from Stanford University and a PhD from Columbia University. He has authored 12 books dealing with electronic commerce, information systems, organizations, and society.

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