



## Introduction to e-Commerce (Mcgraw-Hill/Irwin Series in Marketing)

By Jeffrey Rayport, Bernard Jaworski, Breakaway Solutions Inc.

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### **About the Author**

Jeffrey F. Rayport is Chairman and Founder of Marketspace LLC, a subsidiary of Monitor Group.

Bernard J. Jaworski is Vice-Chairman of Marketspace LLC and heads its Monitor Executive Development business unit.

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