

E-commerce

C1-C2

Module 5

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Here's What We Will Be Learning in this Presentation:



Summary

- ❑Introduction to E-commerce.
- ❑E-commerce Categories.
- ❑Impact of E-commerce.
- ❑More Than Traditional E-commerce.
- ❑Global Ecommerce Trends.
- ❑Exercises.

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Vocabulary

Demographic: the study of people and society in a particular area or particular group, typically used in marketing to decide which products to sell there and how to advertise those products successfully.

Conventional: traditional and ordinary.

Transparent: (in this context) open and honest, without secrets.

No questions asked (phrase): used to describe something that is done or given without people in authority asking for information or explanations first.

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