



# 2025 *Christmas Gift Guide*

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# Holiday Gift Guide Prices

**Yi-Tong Ma**



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Electronic Commerce Hossein Bidgoli, 2002 This four part overview of electronic commerce offers a more thorough and technical view of the subject than many recent books on the subject The book provides a balance of theories applications and hands on material Electronic Commerce is divided into four parts Electronic Commerce Basics Electronic Commerce Supporting Activities Implementation and Management Issues in Electronic Commerce and Appendix and Glossary The book s chapters begin with introductions of leading companies with significant e commerce expertise and at least two small case studies They include 10 or more hands on exercises encouraging readers to explore and analyze sites and a list of key terms and bibliographic citations They conclude with 25 30 review questions and 6 10 projects for further investigation Offers a generalist s overview of the field and its major players for people with little or no technical background Every chapter starts with an industry profile and two information boxes which serve as case studies and point to practical applications Projects and hands on exercises conclude each chapter

Social Media Marketing All-in-One For Dummies Jan Zimmerman, Deborah Ng, 2012-10-10 Learn the latest social media marketing techniques Social media continues to evolve at breakneck speed and the savvy marketer needs to keep up This bestselling guide to social media marketing has been completely updated to cover the newest vehicles including Groupon and Rue La La location based services like Foursquare and new social networking sites like Google and Pinterest Checklists case studies and examples will help you decide the best places to spend your marketing dollars and you ll learn about valuable social media tools and analytics methods that can help you assess the success of your efforts A completely updated all in one guide to social media marketing a valuable way for businesses to reach current and new customers assist customers with problems and complete transactions Covers the latest sites and location based services including Groupon Rue La La Foursquare Google Pinterest and more Minibooks examine the social media mix tools and techniques using content to grow your brand Twitter Facebook Pinterest and Google marketing other sites and how to measure results and build on success The perfect guidebook for the social media strategist website manager marketer publicist or anyone in charge of implementing and managing an organization s social media strategy Social Media Marketing All in One For Dummies 2nd Edition helps you get the most from every minute and dollar you spend on marketing

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Current Encyclopedia Samuel Fallows, Edmund Buckley, Shailer Mathews, 1909 House Beautiful ,1921 *Current Encyclopedia, a Monthly Record of Human Progress* ,1909 Hearst's International ,1909 World Today ,1909

**Deadweight Christmas: The Microeconomic Destruction of Holiday Gift Giving** James L. Fritsch, Every December

billions of dollars are injected into the global economy through the ritual of gift giving Yet from a strict economic perspective this heartwarming tradition is an unmitigated financial disaster The Deadweight Loss of Christmas is a microeconomic concept formulated by Joel Waldfogel demonstrating that gifts systematically destroy value If you spend fifty dollars on a sweater for your uncle that he would only willingly pay ten dollars for forty dollars of economic value has simply vanished into thin air Multiplied across a global population this results in an astronomical misallocation of resources fueled entirely by societal obligation and retail pressure This book strips away the sentimental facade of the holidays to analyze the ruthless engineering of the seasonal retail machine It explores the psychological burden of reciprocity the massive environmental cost of unwanted goods and the strategies retailers use to exploit our fear of showing up empty handed Discover why the most rational financial decision is the one society forbids and learn how to navigate the massive economic inefficiency of tradition

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