**Chapter 10**

**E-Commerce**

E-Commerce is explained in detail, with a focus on India.

*Use with*: <https://www.youtube.com/watch?v=mZ7Vefzh2hU> (4:38)

1. What is e-commerce?
2. What is an e-commerce ecosystem? Why is this concept important?
3. What is ubiquity? Why is it important in e-commerce?
4. What is global connect? How does it provide a competitive advantage?