Breaking the Barriers: Innovative e-Commerce

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The evolving concepts of e-commerce will continue to pose new and challenging problems. As e-commerce continues to grow, it will be essential for companies to protect their intellectual property.

Business is organic. It breathes, grows and acquires different shapes and shades. With each epoch a new form accrued questions the preceding practices, standards and law. It stretches the limits, teases the practices and forces the society to accept its new form. Convenience is the driving factor and innovation is the facilitator. *Authored by Swati Sharma and Shruti Bhutani. This article was published in Asia IP March 2010.* To continue reading, please contact us at email@anandandanand.com

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