E-commerce business is facilitated through platforms such as websites, mobile apps, or online marketplaces. Where e-commerce once described a simple process, a consumer purchase from an e-commerce site, for instance, the term has expanded as technologies have advanced. Today, e-commerce can refer to business-to-business commerce or internal business transactions. It can also apply to, for example: The online stores of multichannel retailers with brick-and-mortar locations Sharing economy platforms facilitating the purchase of services like rideshares Social media sites like Facebook where consumers engage with so-called social commerce Organizations selling digital products for enterprise use

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