



The Essential Guide to Web Strategy for Entrepreneurs

By Thomas P. Bergman

Prentice Hall, 2001. Softcover. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Finally, there's a hype-free, business-focused guide to Web strategy for every entrepreneur. Tom Bergman and Stephan Garrison present intelligent, implementable strategies for integrating the Web's capabilities into your existing business, extending its reach, and minimizing its costs. From start to finish, the focus is on realism -- and on profit. **KEY TOPICS:** Drawing upon the experiences of real-world companies, Bergman and Garrison demonstrate how to formulate strategies that use existing assets, minimizing risk and out-of-pocket costs and maximizing profit. Coverage includes every aspect of deploying the strategy, including choosing a Web host, creating content, evaluating Web designs, securing your site, handling transactions, and much more. The book also includes detailed coverage of marketing, organized around the four dimensions that drive any business: price, place, product and promotion. The authors also provide an easy-to-understand glossary of key Web terms. An accompanying CD-ROM contains more than 25 FREE tools entrepreneurs can use to build their Web-based business. **MARKET:** For serious entrepreneurs and business professionals, especially those who are deeply skeptical of the hype that has surrounded the Internet, e-commerce and e-business. 304 pp. Englisch.



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