



Strategies for e-business Success

By Erik Brynjolfsson, Glen L. Urban, Erik Brynjolfsson

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Strategies for e-business Success, Erik Brynjolfsson, Glen L. Urban, Erik Brynjolfsson, From the Sloan Management Review comes a remarkable collection of articles written by highly regarded experts in the field of e-business. This second book in the MIT SMR Management series is aimed at those seeking to integrate e-business into their enterprises as a way of maintaining-or establishing-competitive advantage. Strategies for E-Business Success offers a roadmap of the fundamental principles and tools executives need to Build profitability and earn a solid rate of return on investment Avoid being seduced by half-truths that can lead to critical strategic errors Create a successful Web strategy Concentrate on achieving market leadership rather than technology leadership Achieve competitive advantage on the Internet Build relationships of trust with their customers Explore the best practices of companies that really know their customers Understand the strategic value of Internet communities Implement an evolutionary approach to the development of software solutions Examine the organizational implications of an open-source world.



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