



Ctrl Alt Delete

By Joel, Mitch

Book Condition: New. Publisher/Verlag: Little, Brown Book Group | Reboot Your Business. Reboot Your Life. Your Future Depends on It | In today's highly evolving world of e-commerce, what worked in business five years ago is fast becoming obsolete. Businesses and individuals desperately need to 'reboot' their everyday assumptions on how to compete in the new landscape. This unique book shows you how you can survive the coming changes - and actually thrive. | Just a few years ago, all you or your company needed was a modest website and a toll-free telephone number. Those days are, of course, long gone. Keeping your customers and clients happy - and trying to attract new ones - demands an entirely new and innovative approach to online commerce. Mitch Joel, one of the world's leading experts in this area, warns that the time has come to hit the CTRL ALT DEL buttons on your computer, and to start building your e-commerce platform and business model from scratch. If you don't, Joel warns, not only will your company begin to slide backwards, but you might find yourself unemployable within five years. That's a very strong warning, but in his new book, Joel explains the...



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