



E-strategy For Emerging Business Opportunities



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Information Technology has changed the way we think and live. And now it is also changing the way we conduct our business. Those who lag behind are going to lose many new exciting opportunities.

Get savvy with e-commerce with this book, offering you expert guidance for conducting business in the globally connected new economy.

It explores the e-world and the unforeseen challenges of the online economy that lie ahead.

Internet and e-customers are driving the new online economy, and managers must transform their business strategy and rededicate themselves to success at the new game of commerce.

This book covers every aspect of incorporating e-commerce into existing businesses:

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*What internet companies are doing wrong.

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