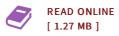




## eCommerce: Formulation of Strategy

By Plant, Robert

Prentice Hall, 2000. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface. Acknowledgments. 1. Formulating an Internet Strategy in a Networked World. The Internet as a Business Solution or Pandora's Box. The Way Forward. New Organizations: Born on the Net. Existing Organizations: Move to the Net. Move to the Net: Pillars of Success. Infomediaries and Business-to-Business Consortia. B2C, B2B, B2G, and G2B. Business-to-Government E-commerce. Government-to-Business E-commerce. Interorganizational Systems: B2C, Consortia, B2B, B2G, G2B.2. Creating an Integrated Ecommerce Strategy. Seven Dimensions of an E-commerce Strategy. The Bonds of an Ecommerce Strategy. Four Positional E-strategic Directions. Summary. 3. Ownership Issues. The Ecentric Management Structure. Senior Strategic Management Group. Content Owners.Content.Content May Be King, But it is Value Chain that is the Power Behind the Throne.Summary.4. E-strategy Leadership Through a Technology Focus.The Role of the Executive Technology Champion. Internal Technology Leadership: The Seven S Framework.Strategy: The Alignment of Technology and Corporate Planning. Structure: Characteristics of a Flexible, Agile E-organization. Systems: The Nervous System Through Which the Organization Reacts to Its Environment. Staffing. Skills: Running Up a Down Escalator. Style and Shared Values: The Magic That Raises the Ordinary .com to Become a Great.com.Summary.The Seven S Framework: Issues and Actions.5. Developing a Market Focus:



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