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Radical E: From GE to Enron-lessons on How to Rule the Web (Hardback)

By Joel Kurtzman, Glenn Rifkin

John Wiley and Sons Ltd, United States, 2001. Hardback. Book Condition: New. 236 x 160 mm. Language: English . Brand New Book. Be an online success story with the built-to-last Internet strategies used by today s leading e-businesses* General Electric Plastics* Enron* Victoria s Secret* Nortel Networks* David Bowie)* General Motors* Southwest* Airlines* Progressive* Staples The Networked Economy is not about overfunded, overvalued start-ups run by recently minted MBAs. It is about the biggest business opportunity in decades. Radical E skips the hype (thank God) and gets right to the strategies and ideas that matter. It s packed with insider information on how smart managers are reshaping their thinking to take advantage of the Web, the most powerful business tool in our lifetime. -James Daly, Editor in Chief, Business2.0 magazine In Radical E, Kurtzman and Rifkin invite us to learn from the best nine players who did e-business right by combining traditional business methods with innovative thinking and ignoring the hype. The case studies are fascinating; the lessons, widely applicable. These nine did it right. In Radical E, Kurtzman and Rifkin show us how. -Shailesh Mehta, CEO, Providian Financial Radical E is reason for rational exuberance. At last, a...



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