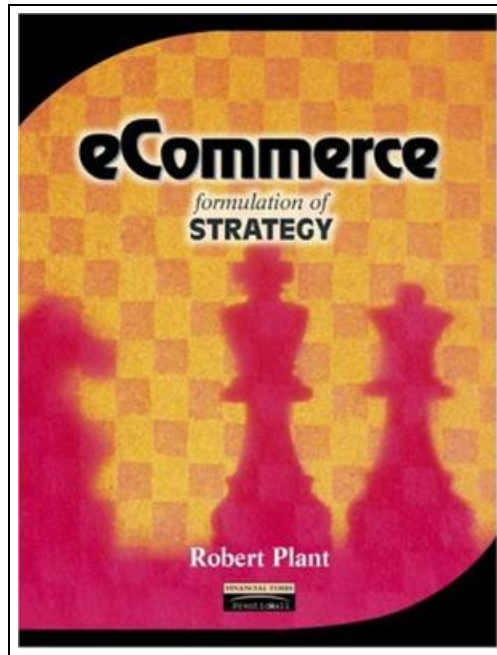


eCommerce: Formulation of Strategy



Filesize: 3.95 MB

Reviews

A whole new eBook with a new standpoint. Better then never, though i am quite late in start reading this one. I discovered this publication from my i and dad advised this publication to discover.
(Meredith Hoppe)

ECOMMERCE: FORMULATION OF STRATEGY



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 E-commerce Strategy. Seven Dimensions of an E-commerce Strategy. The Bonds of an E-commerce Strategy. Four Positional E-strategic Directions. Summary. 3. Ownership Issues. The E-centric 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: Sector Strategies in Segmenting Markets. Manufacturing. Mixed Goods and Service Organizations. Service Organizations. Summary. 6. Service Leadership - Adding Value to the Customer at Every Point of Contact. Bricks-and-Mortar to Clicks-and-Mortar Transition. OfficeDepot.com. The Internet Service Value Chain - "Where the Rubber of E-commerce Meets the Road." Customer Acquisition. Customer Purchase Support - A Helping Hand to Smooth the Transaction Process. Customer Fulfillment - Timely Delivery: A Key to Successful Service. Customer Continuance and Support - Maintaining That Customer Relationship Between Purchases. The Customer Service Channel. Summary. Service Leadership: Rules of Internet Strategy. 7. E-branding - The Emergence of New Global Brands. Brand Creation: First to Market Wins and Wins Big. Amazon.com. Developing...



[Read eCommerce: Formulation of Strategy Online](#)



[Download PDF eCommerce: Formulation of Strategy](#)

Relevant Kindle Books



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

[Read PDF »](#)



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video...

[Read PDF »](#)



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

[Read PDF »](#)



My Life as an Experiment: One Man's Humble Quest to Improve Himself by Living as a Woman, Becoming George Washington, Telling No Lies, and Other Radical Tests

SIMON SCHUSTER, United States, 2010. Paperback. Book Condition: New. Reprint. 212 x 138 mm. Language: English . Brand New Book. One man. Ten extraordinary quests. Bestselling author and human guinea pig A. J. Jacobs puts...

[Read PDF »](#)



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic....

[Read PDF »](#)