



Opening Digital Markets: Battle Plans and Business Strategies for Internet Commerce (CommerceNet)

Walid Mougayar

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This how-to text is for the business or marketing manager who has to plan and implement an Internet business. It contains step-by-step planning templates, as well as case studies and practical examples of successful Internet commerce ventures. Internet-driven electronic commerce is rapidly emerging as an entirely new method of conducting business and interacting with customers, suppliers and partners. Many firms are looking toward Internet commerce because it brings new dimensions of speed, efficiency, interactivity and cost reduction. In the book-selling business, Amazon.com is an example of a successful venture in electronic commerce. While there are many technology-related issues to consider before implementing electronic commerce, careful business analysis that takes into account a deep knowledge of the possibilities as well as the risks is equally important. The book should be of interest to business and technology executives interested in exploring how Internet commerce is destined to change their organizations, now and in the future. It shows how to develop a business strategy that fundamentally and positively alters core values with Internet commerce as the catalyst. The book explains how to plan and build successful Internet marketplaces by highlighting the major management and strategic considerations step by step within a logical framework.

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