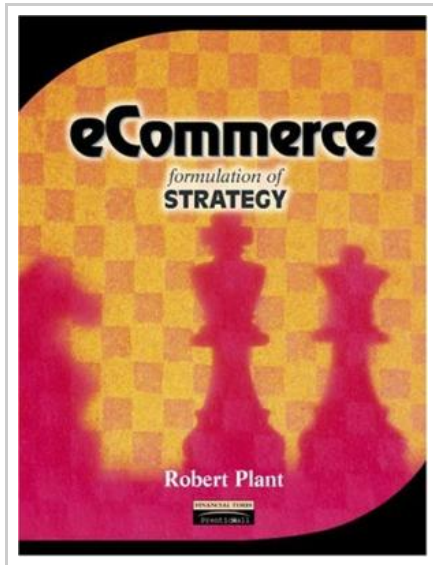




eCommerce: Formulation of Strategy

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 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...

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