



Strategies for E-Business: concepts and cases (2nd Edition)

By Tawfik Jelassi, Albrecht Enders

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Ideal for MBA students and upper level undergraduates, this book utilises extensive research, strategic frameworks, a methodological toolset and original real-world case studies to link e-business to overall corporate strategy. It builds awareness and sharpens students' analytical understanding of how companies have developed and implemented electronic and mobile commerce strategies in the real world and the issues and challenges that e-commerce strategies and applications present.

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Editorial Review

From the Back Cover

In today's dynamic environment of new and emerging technologies, it is critical for organisations to develop successful e-business strategies. This thoroughly updated second edition of *Strategies for e-Business* applies strategic thinking to the very latest developments in technology, including:

- Web 2.0 and user-generated content
- Mobile communications and m-commerce
- E-business supply chain management

Strategies for e-Business

also enables you to think critically about the subject through the following features:

- Critical Perspective boxes evaluate key ideas and practices
- Financial Times articles complement the academic debate
- Review and Discussion Questions and Recommended Key Reading explore current ideas

The new edition contains 19 case studies from sources such as Harvard Business School and INSEAD. They explore a wide range of electronic and mobile commerce strategies from multinational organisations such as Tesco, Sony BMG and Web 2.0 application Second Life.

The second edition of *Strategies for e-Business* is ideal for MBA students, upper level undergraduates and practitioners studying courses on strategy and technology management.

"This book is a must-read for managers and entrepreneurs who want to leverage today's technological capabilities to gain a competitive advantage in the Internet space. The unique combination of up-to date strategic concepts and real-world case studies provides a comprehensive framework for achieving such an advantage."

Dieter May, Vice President, Strategy & Business Development, Nokia

“This is an important book to read if you want to understand the power that modern Information and Communications Technology (ICT) has in transforming the way work is done. It provides some powerful concepts and shows clearly the nature of some transformative changes in the ways business is now being conducted by innovative organizations.”

Michael Scott Morten, Jay W. Forrester Professor of Management (Emeritus), MIT Sloan School of Management

“Over the last years, we have witnessed a dramatic acceleration in the pace of change in the online world. New technologies, new market opportunities and new competitors are emerging on an ongoing basis. This book provides a thorough framework and inspiring case studies for how to deal with the opportunities and challenges of the Web 2.0 world.”

Philipp Justus, Senior Vice President, International and Marketplaces at PayPal, eBay Inc.

“This is a very important book on a very important topic. This edition provides new insights and case studies that extend our thinking on e-Business strategy and value creation.”

Lynda M. Applegate, Henry R. Byers Professor of Business Administration and co-Head of the Entrepreneurial Management Unit, Harvard Business School

Tawfik Jelassi is Professor of e-Business and Information Technology at the School of International Management at Ecole Nationale des Ponts et Chaussees, Paris, France. He is also Adjunct Professor of Technology Management at INSEAD (Fontainebleau).

Albrecht Enders is Assistant Professor of Strategic Management at the University of Nuremberg in Germany. Previously, he worked as a consultant with The Boston Consulting Group and as a Research Fellow at INSEAD (Fontainebleau).

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