

Doing Business on the Internet: How the Electronic Highway is Transforming American Companies



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Reviews

A brand new e book with a new perspective. Better then never, though i am quite late in start reading this one. I found out this ebook from my dad and i advised this publication to find out.

(Hailee Hahn IV)

DOING BUSINESS ON THE INTERNET: HOW THE ELECTRONIC HIGHWAY IS TRANSFORMING AMERICAN COMPANIES

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Van Nostrand Reinhold Company, 1994. Trade paperback. Book Condition: New. New. No dust jacket as issued. Trade paperback (US). Glued binding. 308 p. Audience: General/trade. Book Description Doing More Business on the Internet Mary J. Cronin Business connections are the fastest growing component of the Internet, but many managers don't know where to turn for strategic, comprehensive information on how to make the most of online technology. Doing More Business on the Internet, Mary J. Cronin's follow-up to her best-selling First Edition, provides the essentials that every business needs to get started on the Internet and to gain the competitive edge required in today's global market. By distilling the experiences of over 100 companies that have used the Internet, Cronin offers an insightful, value-added framework for using the Internet strategically, as well as cost-effectively. You'll learn how to establish a global presence, improve customer support and service, identify and explore new markets, and tap into the vast resources of interactive networks to boost productivity and encourage innovation within your organization. Doing More Business on the Internet offers complete coverage of the hottest business topics, such as: * Creating a World Wide Web home page, and using it to attract customers around the world * How to develop an Internet plan that best suits your business * The art of Intermarketing interacting with customers and outshining competitors by taking advantage of the Web's graphics, sound, and video capabilities * Vital business information resources, including electronic journals, research reports, and discussion groups and how to find them without getting lost in "cyberspace" * The most effective commercial applications on the Internet and how they can add value to any business Here's what critics had to say about the blockbuster First Edition! "Catch the wave Cronin guides..."



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