

Jelassi And Enders 2008

Strategies for E-business Tawfik Jelassi (d),Albrecht Enders.2008 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.

E-Business Issues, Challenges and Opportunities for SMEs: Driving Competitiveness Cruz-Cunha, Maria Manuela,Varaj?o, Jo?o.2010-09-30 Electronic business plays a central role in the economy, facilitating the exchange of information, goods, services, and payments. It propels productivity and competitiveness and is accessible to all enterprises, and as such, represents an opportunity also for SME competitiveness. E-Business Issues, Challenges and Opportunities for SMEs: Driving Competitiveness discusses the main issues, challenges, opportunities, and solutions related to electronic business adoption, with a special focus on SMEs. Addressing technological, organizational, and legal perspectives in a very comprehensive way, this text aims to disseminate current developments, case studies, new integrated approaches, and practical solutions and applications for SMEs.

Marketing Sonyel Oflazoglu.2018-07-25 This book on marketing continues to reflect our firm belief that the Wheel of Consumer Analysis is a powerful tool not only for organizing consumer behaviour knowledge but also for understanding consumers and for guiding the development of successful marketing strategies. In fact, it has been used by marketing consultants and practitioners to do so. The various chapters presented here follow several approaches, which researchers can explore in different contexts. This book intends to contribute to a better understanding of the application areas of marketing strategies and shows how these business practices in social sciences can stimulate various topics.

The Social Media Industries Alan B. Albarran.2013-03-05 This volume examines how social media is evolving as an industry—it is an extension of traditional media industries, yet it is distinctly different in its nature and ability to build relationships among users. Examining social media in both descriptive and analytical ways, the chapters included herein present an overview of the social media industries, considering the history, development, and theoretical orientations used to understand social media. Covered are: Business models found among the social media industries and social media as a form of marketing. Social media as a form of entertainment content, both in terms of digital content, and as a tool in the production of news. Discussions of ethics and privacy as applied to the area of social media. An examination of audience uses of social media considering differences among Latinos, African-Americans, and people over the age of 35. Overall, the volume provides a timely and innovative look at the business aspects of social media, and it has much to offer scholars, researchers, and students in media and communication, as well as media practitioners.

Strategies for E-Business Tawfik Jelassi,Albrecht Enders,Francisco J. Martínez-López.2014-04-17 *Strategies for E-Business* provides realistic and compact coverage of the key concepts linking strategy and e-business, illustrated by original case studies. 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.

Evolving Towards the Internetworked Enterprise Giuseppina Passiante.2010-09-03 A new model of business has emerged within the Digital-Economy called Internetworked Enterprise (IE); it's a model that posits networks, communities of individuals and refusal of a centralized mindset as the core elements of the new frame of reference. Internetworked Enterprises are called by some scholars 'Extended' Enterprises, which use digital network to co-operate and compete with other e-business community partners by exchanging knowledge and information across trans-national borders. Evolving Towards the Internetworked Enterprise: Technological and Organizational Perspectives is an edited volume based on a three year research project financed by the Italian Ministry of Research and Education. Researchers for this project are located at Polytechnic of Milan, University of Milan, University of Chieti, Engineering S.P.A and ISUFI-University of Salento. This book presents an overview of IE business methodologies, models, and an interpretative framework analyzing the sector and organizational contingencies that influence the digitalization of organizational processes in networks of SMEs (Small and Medium Enterprise). A set of case studies that provide empirical evidence on the IE phenomenon is included as well. This book is designed for advanced-level students in computer science and business management concentrating on e-business, digital computing, information technology, economics of technology and innovation management as a reference or secondary text book. Practitioners working in these fields as corporate strategic planners and consultants will also find this book a valuable asset.

Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources.2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

An Introduction to Information Systems David Whiteley.2017-09-16 A clear, student-friendly and engaging introduction to how information technology is used in business. Featuring several case studies, video interviews, thorough pedagogy and completely up-to-date chapters, this textbook will be a core resource for undergraduate students of Business Information Systems, a compulsory module in business degrees.

European B2C E-Commerce in the Banking Sector Caroline Möckel.2010-04-28 Inhaltsangabe:Introduction: Based on the findings of the correlation analysis described in chapter 7.1, factors of influence and variables statistically not related to financial B2C e-commerce can now be distinguished. While the focus of this part of the analysis lies on factors showing significant correlation coefficients in relation to the research topic, this does not mean that the non-correlated factors are not of importance or somewhat connected. The statistical measurements may not be suitable for this type of analysis, survey results may be misleading or the situation will have changed in the last two years after the investigation. On the other hand, the observed correlations do not necessarily equal a causal relationship and the high complex matter can not be explained by single variables as influence factors. The conducted correlation analysis only serves as an indicator for potential influence factors or accelerators and has to be carefully evaluated. Keeping these considerations in mind, the statistical analysis within the scope of this masters dissertation will support the following conclusions and interpretations. First of all, computer usage and skills as well as internet usage and skills need to be on a high level in a country to facilitate financial B2C e-commerce. Residents of countries with higher levels for the subject of examination will probably already have gained adequate skills, as indicated by a medium strong negative relation to computer courses taken in the last three months and other online activities such as online information search and online banking positively correlated. While online banking is partially included in the variable

e_comm representing financial B2C e-commerce through customer s usage of online financial services, this particular result may not be totally conclusive. However, it seems logical that consumers with good computer and internet skills also spending a lot of time with advanced activities on the internet may also engage in financial B2C e-commerce. This assumption narrows down the target group and excludes a certain clientele from online product offers of financial institutions - banks will need to adapt their web portals accordingly, set up initiatives improving computer and web skills of their consumers and meet their consumers on the internet, e.g. with advertising while they are using search engines. Practical evidence supporting these interpretations can be found in several examples of [...]

Mobile Computing: Concepts, Methodologies, Tools, and Applications Taniar, David.2008-11-30 This multiple-volume publication advances the emergent field of mobile computing offering research on approaches, observations and models pertaining to mobile devices and wireless communications from over 400 leading researchers--Provided by publisher.

Digitale Transformation oder digitale Disruption im Handel Gerrit Heinemann,H. Mathias Gehrckens,Uly J. Wolters,dgroup GmbH.2016-10-28 Dieses Buch zeigt, wie sich der traditionelle Handel im Zuge der digitalen Transformation quasi neu erfinden und digitales Wissen ins Haus holen kann. Renommierete Autoren aus Wissenschaft und Praxis erläutern, welche Ziele mit der Digitalisierung verfolgt und welche Digitalstrategien schließlich adoptiert werden sollen. „Digital Insider“ gehen davon aus, dass mittel- bis langfristig keine Branche von dem disruptiven, digitalen Wandel verschont bleibt. Jedes attraktive Marktsegment wird von Investoren so lange befeuert, bis sich ein digitaler Player durchsetzt. Wer auch in Zukunft erfolgreich ein Geschäft betreiben will, braucht darauf eine Antwort. Nach dem Vorbild der digitalen Disruption lässt sich ohne Zweifel die größte Wachstumsdynamik mit Online Pure Plays entwickeln: Sie wachsen „ohne Ballast und Altlasten“ in unglaublicher Geschwindigkeit. Allerdings bringen die Pure Plays die dringend erforderliche digitale Transformation im angestammten Geschäft selten voran.

Strategies for E-business Tawfik Jelassi,Albrecht Enders.2005 Do you want a book that links e-business to overall corporate strategy? That has case studies that investigate the dot.com phenomenon as well as the 'dot.bomb' disasters? This important new textbook offers a framework for comprehensive e-business strategy formulation based on rigorous and time-proven concepts from the field of strategic management, adapted to the specific context of e-business. Ideal for MBA students, upper-level undergraduates and practitioners, Strategies for e-Business provides the reader with tools for analysing 28 original case studies, examining how companies have developed and implemented electronic and mobile commerce strategies. The cases are contributed and researched by acknowledged experts and have been chosen to represent a range of industries including banking, retailing, media, education, manufacturing and advertising in Europe and beyond. Strategies for e-Business is packed with a treasury of timely and insightful international case studies, the very best concepts from academics, and powerful prescriptions for practising managers who wish to navigate the world of e-business without the hype. This highly readable book is clearly the culmination of years where Jelassi, in particular, has remained at the forefront of making e-business particularly relevant to the practising manager, gleaning deep insights from case research on how firms use e-business to gain competitive advantage, and his own leading academic research. Professor Andrew Boynton, Director of the Executive MBA, IMD Lausanne This textbook is a great resource for everybody who is active in e-business. The comprehensive case studies outline the new pillars for success: a solid business model and well-founded strategy adapted to the unique characteristics of the digital world. Philipp Justus, Managing Director, eBay Germany I have used several of the case studies that Jelassi has produced in my own teaching and find them to be invaluable...This will become, in my opinion, one of the best textbooks on e-commerce. It combines case studies with a serious and respected intellectual perspective. I would definitely adopt it - books like this are rare. Neil Pollock, Lecturer in e-Business, Management School and Economics, The University of Edinburgh The practical approach of this book inspires the reader to create value with e-business. It breaks down the

barriers between conventional business and e-business. The carefully-researched and well-written case studies vividly demonstrate how to achieve sustainable advantage through new technologies. Haider Rashid, Chief Information Officer, ABB Group 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 Albrecht Enders is an Associate with The Boston Consulting Group, Cologne, Germany

M-Commerce Punita Duhan, Anurag Singh. 2019-03-04 This volume presents a pragmatic approach to understanding and capitalizing on contemporary m-commerce trend. It comprehensively encapsulates the evolution, emergent trends, hindrances and challenges, and customer perceptions about various facets of how physical and online retail channels are merging, blurring, and influencing each other in new ways. The rapid rise of m-commerce (or mobile commerce) has led to the emergence of new paradigms in the marketplace. The difference between physical and digital retail is diminishing, and a new “phygital retail” phenomenon is on the rise. Marketers need to understand this emerging paradigm and consider the new opportunities and challenges involved. This volume, *M-Commerce: Experiencing the Phygital Retail*, provides a comprehensive discussion of the contemporary m-commerce concepts along with the emerging paradigms in a pragmatic way. It presents empirical analyses and reviews on the myriad aspects of m-commerce, including both contemporary academic and business research.

Strategy, Adoption, and Competitive Advantage of Mobile Services in the Global Economy Lee, In. 2012-07-31 As business paradigm shifts from a desktop-centric environment to a data-centric mobile environment, mobile services provide numerous new business opportunities, and in some cases, challenge some of the basic premises of existing business models. *Strategy, Adoption, and Competitive Advantage of Mobile Services in the Global Economy* seeks to foster a scientific understanding of mobile services, provide a timely publication of current research efforts, and forecast future trends in the mobile services industry. This book is an ideal resource for academics, researchers, government policymakers, as well as corporate managers looking to enhance their competitive edge in or understanding of mobile services.

Making Your Dealership Customer Wise - Book One Tony Benci.

E-Commerce Adoption and Small Business in the Global Marketplace: Tools for Optimization Thomas, Brychan, Simmons, Geoff. 2010-01-31 This book focuses on isolating what determines the adoption of e-commerce applications that will optimize potential opportunities presented to small businesses through adoption--Provided by publisher.

Strategies for Innovators Kathrin M. Möslein, Emilio Matthaei. 2009-11-29 Case book that covers the entire business life-cycle of innovative firms and provide key learnings from successful strategic innovators in various industries. Readers will acquire knowledge on venture creation and growth strategies as well as strategies for open innovation. How to foster an organization's strategic ability to innovate is a constant challenge not only for large multi-nationals, but equally for small and medium-sized firms.

Handbook of Digital Entrepreneurship Mohammad Keyhani, Tobias Kollmann, Andishe Ashjari, Alina Sorgner, Clyde Hull. 2022-11-04 This authoritative Handbook compiles a diverse set of contributions on digital entrepreneurship, providing an in-depth study of how digital entrepreneurship research has evolved over the years, and where it stands today. This title contains one or more Open Access chapters.

Mastering e-Business Paul Grefen. 2010-07-02 e-Business – business collaborations enabled through information and communication technologies – is an essential activity for any business organization and constitutes a significant and growing sector. This textbook presents an innovative teaching framework to help students gain a thorough understanding of the principles of this vital aspect of business and management. Casting aside the over-complicated and narrow introductions of other textbooks, Grefen presents, analyzes and explains the principles of e-Business with refreshing clarity. The book covers both the business and technology aspects of this topic, using a unique framework integrating: Business – focuses on why a specific e-

Business scenario exists and how an organization can profit from it
Organization - analyzes how organizations and their processes are structured to achieve strategic goals
Architecture - explains the high level design of advanced information systems to describe how e-Business functions
Technology - examines the technological implementation of e-Business scenarios using a wide variety of ingredients from IT
Mastering e-Business offers a well-structured overview of all aspects of e-Business and is an essential read for all students and professionals interested in this central aspect of modern, global business.

Ideas in Marketing: Finding the New and Polishing the Old Krzysztof Kubacki. 2014-10-25 Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2013 Academy of Marketing Science (AMS) Annual Conference held in Monterey, California, entitled Ideas in Marketing: Finding the New and Polishing the Old.

E-Marketing: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources. 2012-05-31 The popularity of e-marketing has helped both small and large businesses to get their products and services message to an unbounded number of potential clients. Keeping in contact with your customers no longer require an extended period of time but rather mere seconds. *E-Marketing: Concepts, Methodologies, Tools, and Applications* presents a vital compendium of research detailing the latest case studies, architectures, frameworks, methodologies, and research on e-marketing. With contributions from authors around the world, this three-volume collection presents the most sophisticated research and developments from the field, relevant to researchers, academics, and practitioners alike. In order to stay abreast of the latest research, this book affords a vital look into electronic marketing research.

Strategies for e-Business Tawfik Jelassi, Francisco J. Martínez-López. 2020-06-28 This is the fourth edition of a unique textbook that provides extensive coverage of the evolution, the current state, and the practice of e-business strategies. It provides a solid introduction to understanding e-business and e-commerce by combining fundamental concepts and application models with practice-based case studies. An ideal classroom companion for business schools, the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e-business frameworks with proper tools. Students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges.

Digital Business and Electronic Commerce Bernd W. Wirtz. 2021-03-28 This textbook introduces readers to digital business from a management standpoint. It provides an overview of the foundations of digital business with basics, activities and success factors, and an analytical view on user behavior. Dedicated chapters on mobile and social media present fundamental aspects, discuss applications and address key success factors. The Internet of Things (IoT) is subsequently introduced in the context of big data, cloud computing and connecting technologies, with a focus on industry 4.0, smart business services, smart homes and digital consumer applications, as well as artificial intelligence. The book then turns to digital business models in the B2C (business-to-consumer) and B2B (business-to-business) sectors. Building on the business model concepts, the book addresses digital business strategy, discussing the strategic digital business environment and digital business value activity systems (dVASs), as well as strategy development in the context of digital business. Special chapters explore the implications of strategy for digital marketing and digital

procurement. Lastly, the book discusses the fundamentals of digital business technologies and security, and provides an outline of digital business implementation. A comprehensive case study on Google/Alphabet, explaining Google's organizational history, its integrated business model and its market environment, rounds out the book.

Introduction to Electronic Commerce Efraim Turban, David R. King, Judy Lang. 2009 Written by experienced authors who share academic as well as real-world practices, this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view. The new edition pays special attention to the most recent developments in online behavior in our business, academic, and personal lives. Introduction to E-Commerce and E-Marketplaces; Internet Consumer Retailing; Business-to-Business E-Commerce; Other EC Models and Applications; EC Support Services; EC Strategy and Implementation; Application Development Perfect for anyone looking for a brief or supplemental text on EC. Ideal for busy executives.

International Marketing, Google eBook Masaaki (Mike) Kotabe, Sween Hoon Ang, Kathleen Griffiths, Al Marshall, Ranjit Voola, Kristiaan Helsen. 2012-02-02 International Marketing, Third Asia-Pacific edition, has been updated to reflect contemporary developments and examples in international marketing. The text retains the strengths of the original Global Marketing Management text by Masaaki Kotabe and Kristiaan Helsen, and is presented in an engaging and accessible style. International Marketing, Third Asia-Pacific edition, aims to help Australasian students understand contemporary international marketing activities and issues in an increasingly competitive marketplace.

ENTERprise Information Systems, Part I Joao Eduardo Quintela Varajao, Maria Manuela Cruz-Cunha, Goran D. Putnik, Antonio Trigo. 2010-10-08 This book constitutes the proceedings of the International Conference on ENTERprise information systems, held Viana do Castelo, Portugal, in October 2010.

Information Systems Applications in the Arab Education Sector Albadri, Fayez. 2012-08-31 This book is a rich source of knowledge about educational reforms through the adoption of information systems applications and technologies in the Arab region, covering current initiatives, approaches, issues, and challenges in the Arab education sector--Provided by publisher.

Advances in Construction ICT and e-Business Srinath Perera, Bingunath Ingirige, Kirti Ruikar, Esther Obonyo. 2017-05-08 This internationally conducted study of the latest construction industry practices addresses a broad range of Information and Communication Technology applications. Drawing on research conducted in the US and UK, this book presents the state of the art of various ebusiness processes, and examines BIM, virtual environments and mobile technologies. Innovation is a theme that runs throughout this book, so in addition to the direct impact of these new technical achievements, it also considers the management styles that helped them to emerge. Examples from industry are illustrated with case studies and presented alongside research from some of the best known academics in this field. This book is essential reading for all advanced students and researchers interested in how ICT is changing construction management and the construction industry.

Scary Monsters Mark Duffett, Jon Hackett. 2021-01-14 Popular music and masculinity have rarely been examined through the lens of research into monstrosity. The discourses associated with rock and pop, however, actually include more 'monsters' than might at first be imagined. Attention to such individuals and cultures can say things about the operation of genre and gender, myth and meaning. Indeed, monstrosity has recently become a growing focus of cultural theory. This is in part because monsters raise shared concerns about transgression, subjectivity, agency, and community. Attention to monstrosity evokes both the spectre of projection (which invokes familial trauma and psychoanalysis) and shared anxieties (that in turn reflect ideologies and beliefs). By pursuing a series of insightful case studies, Scary Monsters considers different aspects of the connection between music, gender and monstrosity. Its argument is that attention to monstrosity provides a unique perspective on the study of masculinity in popular

music culture.

Internet-Based Customer Value Management Tymoteusz Doligalski.2014-10-16 Customer value management is a managerial approach in which customers are perceived as the company's asset, the value of which may be measured and increased through the organization of processes around customer relationships. This book deals with the topic of managing customer lifetime value on the internet, and more specifically on including the role of the internet in customer value proposition to enhance stakeholder and shareholder value. This book also discusses the possibilities of internet-based customer value management and presents a model describing the process leading to it. Its uniqueness lies in presenting a managerial approach to customer relationships rather than offering just another tool of e-marketing. The author's approach is not limited by branches or sectors - differences in customer value management approaches are perceived through a prism of relationships between the company and its customers.

Human Resources Management: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources.2012-05-31 Human resources management is essential for any workplace environment and is deemed most effective when a strategic focus is in place to ensure that people can facilitate that achievement of organizational goals. But, effective human resource management also contains an element of risk management for an organization which, as a minimum, ensures legislative compliance. Human Resources Management: Concepts, Methodologies, Tools, and Applications compiles the most sought after case studies, architectures, frameworks, methodologies, and research related to human resources management. Including over 100 chapters from professional, this three-volume collection presents an in-depth analysis on the fundamental aspects, tools and technologies, methods and design, applications, managerial impact, social/behavioral perspectives, critical issues, and emerging trends in the field, touching on effective and ineffective management practices when it comes to human resources. This multi-volume work is vital and highly accessible across the hybrid domain of business and management, essential for any library collection.

Global Business: Concepts, Methodologies, Tools and Applications Management Association, Information Resources.2011-05-31 This multi-volume reference examines critical issues and emerging trends in global business, with topics ranging from managing new information technology in global business operations to ethics and communication strategies--Provided by publisher.

Beyond E-Business Paul Grefen.2015-07-16 In *Beyond E-Business: Towards Networked Structures* Paul Grefen returns with his tried and tested BOAT framework for e-business, now fully expanded and updated with the very latest overview of digitally connected business; from business models, organization structures and architecture, to information technology. What used to be termed e-business is now simply business as usual. Today's successful organizations are complex; they are part of dynamic business networks built on digital channels, going far beyond traditional e-business. This text provides invaluable insights of modern e-business integrated with networked business, going much further than the usual analysis of traditional e-business texts. Included is coverage of the Big Five—social media, mobile computing, big data, cloud computing, and the internet of things --as well as service-oriented business and technology. This essential text provides a compact roadmap to networked e-business for engineering, information systems or business students as well as professionals in the field.

Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation Sujeet K. Sharma, Yogesh K. Dwivedi, Bhimaraya Metri, Nripendra P. Rana.2020-12-16 This two-volume set of IFIP AICT 617 and 618 constitutes the refereed proceedings of the IFIP WG 8.6 International Working Conference Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation on Transfer and Diffusion of IT, TDIT 2020, held in Tiruchirappalli, India, in December 2020. The 86 revised full papers and 36 short papers presented were carefully reviewed and selected from 224 submissions. The papers focus on the re-imagination of diffusion and adoption of emerging technologies. They are organized in the following parts: Part I: artificial intelligence and autonomous systems; big data and analytics;

blockchain; diffusion and adoption technology; emerging technologies in e-Governance; emerging technologies in consumer decision making and choice; fin-tech applications; healthcare information technology; and Internet of Things Part II: diffusion of information technology and disaster management; adoption of mobile and platform-based applications; smart cities and digital government; social media; and diffusion of information technology and systems

Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities Bowen, Gordon.2014-10-31 For years, technology has been the impetus for progress in various processes, systems, and businesses; it shows no sign of ceasing further development. The application of technology-driven processes in promotionally-oriented environments has become more and more common in today's business world. *Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities* brings together marketing approaches and the application of current technology, such as social networking arenas, to show how this interaction creates a successful competitive advantage. Focusing on qualitative research, various technological tools, and diverse Internet environments, this book is a necessary reference source for academics, management practitioners, students, and professionals interested in the application of technology in promotionally-oriented processes.

Digital Business and E-commerce Management Dave Chaffey,David Edmundson-Bird,Tanya Hemphill.2019 Written in an engaging and informative style, *Digital Business and E-Commerce Management* will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world. In this seventh edition of the book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent academic and practitioner thinking, covering all aspects of digital business including strategy, digital comms and transformation.

Selected Readings on Telecommunications and Networking Gutierrez, Jairo.2008-08-31 This book presents quality articles focused on key issues concerning the planning, design, maintenance, and management of telecommunications and networking technologies--Provided by publisher.

Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environments El-Gohary, Hatem.2012-07-31 This book provides a broad and comprehensive international coverage of subjects, issues, and current trends relating to all areas of online marketing--Provided by publisher.

Organizational Adaptation to Discontinuous Technological Change Nadine Kammerlander.2013-02-26 Adaptation to discontinuous technological change constitutes a major, yet vincible challenge for established companies. This book reveals crucial differences between the challenges that family-owned and managed firms face as compared to non-family firms. Series of case studies in the German retailing and book publishing industries illustrate those differences. Empirical evidence as presented in the book further shows how organizational identity affects whether and in what way firms adapt to radical shifts in their environment.

Handbook of Research on Mobile Marketing Management Pousttchi, Key,Wiedemann, Dietmar G..2009-11-30 This book provides a compelling collection of innovative mobile marketing thoughts and practices--Provided by publisher.

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Jelassi And Enders 2008 Introduction

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