



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

By Tawfik Jelassi, Albrecht Enders

Download now

Read Online ➔

Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders

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.

↓ [Download Strategies for E-Business: concepts and cases \(2nd ...pdf](#)

📖 [Read Online Strategies for E-Business: concepts and cases \(2 ...pdf](#)

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

By Tawfik Jelassi, Albrecht Enders

Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders

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.

Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders
Bibliography

- Sales Rank: #1363254 in Books
- Published on: 2008-08-31
- Original language: English
- Number of items: 1
- Dimensions: 10.02" h x 1.17" w x 7.48" l, 2.80 pounds
- Binding: Hardcover
- 664 pages

 [Download Strategies for E-Business: concepts and cases \(2nd ...pdf](#)

 [Read Online Strategies for E-Business: concepts and cases \(2 ...pdf](#)

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).

About the Author

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).

Users Review

From reader reviews:

Bruce Zimmerman:

Book is to be different for every grade. Book for children until eventually adult are different content. As it is known to us that book is very important usually. The book Strategies for E-Business: concepts and cases (2nd Edition) ended up being making you to know about other knowledge and of course you can take more information. It is extremely advantages for you. The book Strategies for E-Business: concepts and cases (2nd Edition) is not only giving you a lot more new information but also to become your friend when you truly feel bored. You can spend your spend time to read your reserve. Try to make relationship using the book Strategies for E-Business: concepts and cases (2nd Edition). You never truly feel lose out for everything if you read some books.

Vickie Reed:

Do you considered one of people who can't read enjoyable if the sentence chained from the straightway, hold on guys that aren't like that. This Strategies for E-Business: concepts and cases (2nd Edition) book is readable by means of you who hate those perfect word style. You will find the facts here are arrange for enjoyable examining experience without leaving perhaps decrease the knowledge that want to provide to you. The writer of Strategies for E-Business: concepts and cases (2nd Edition) content conveys thinking easily to understand by many people. The printed and e-book are not different in the content material but it just different by means of it. So , do you nevertheless thinking Strategies for E-Business: concepts and cases (2nd Edition) is not loveable to be your top listing reading book?

Lisa Sullivan:

Reading a book to get new life style in this 12 months; every people loves to go through a book. When you learn a book you can get a wide range of benefit. When you read publications, you can improve your knowledge, simply because book has a lot of information into it. The information that you will get depend on what forms of book that you have read. If you would like get information about your study, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, these us novel, comics, along with soon. The Strategies for E-Business: concepts and cases (2nd Edition) will give you new experience in reading a book.

Charles Smith:

Don't be worry if you are afraid that this book may filled the space in your house, you might have it in e-book means, more simple and reachable. This kind of Strategies for E-Business: concepts and cases (2nd Edition) can give you a lot of friends because by you considering this one book you have thing that they don't and make you actually more like an interesting person. This book can be one of a step for you to get success. This reserve offer you information that probably your friend doesn't know, by knowing more than various other make you to be great people. So , why hesitate? Let's have Strategies for E-Business: concepts and cases (2nd Edition).

**Download and Read Online Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders
#8VUIXQAE CJ2**

Read Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders for online ebook

Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders books to read online.

Online Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders ebook PDF download

Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders Doc

Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders Mobipocket

Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders EPub

8VUIXQAECJ2: Strategies for E-Business: concepts and cases (2nd Edition) By Tawfik Jelassi, Albrecht Enders