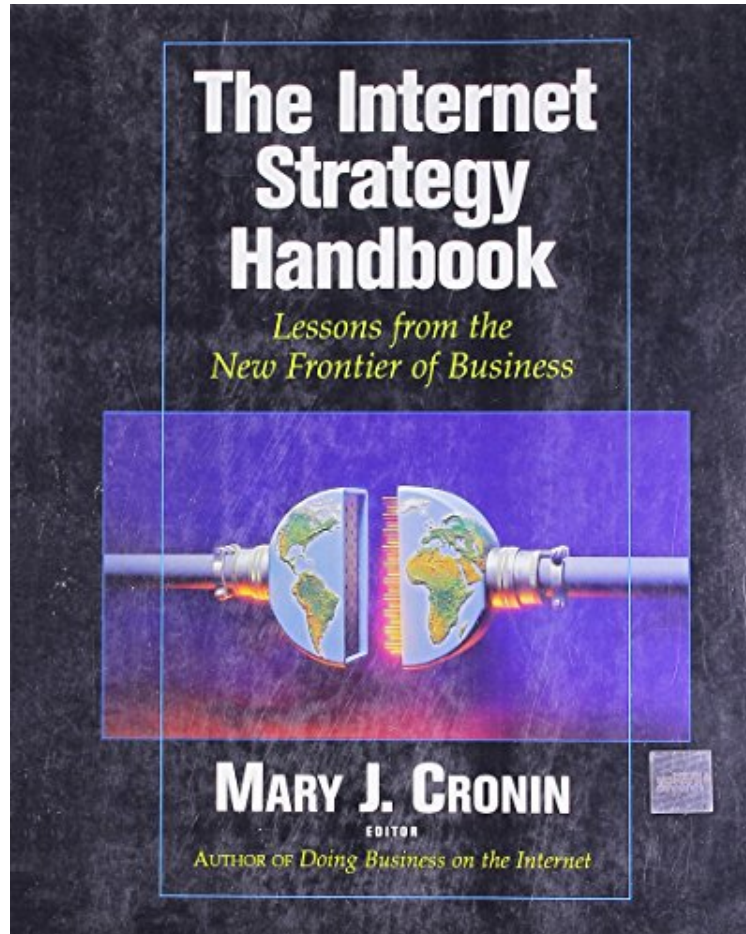


[Download] The Internet Strategy Handbook

## The Internet Strategy Handbook

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#7162211 in Books Harvard Business Review Press 1996-01-15 Original language: English PDF # 1 .77 x 7.38 x 9.181, 1.10 #File Name: 087584720X296 pages | File size: 24.Mb

**From Brand: Harvard Business Review Press : The Internet Strategy Handbook** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Internet Strategy Handbook:

1 of 2 people found the following review helpful. SwitchbusinessBy A Customer Internet commerce makes or breaks a business depending on customer sensitivity, data privacy, the fit with business transaction systems already in place, good electronic work spaces and training programs, guaranteed delivery of goods and services, and transaction tracking. Mary J Cronin looks at net presences that have done well by accessing critical competitive and technical information, cutting costs, handling new marketing and sales demands, and increasing revenues and satisfaction among customers and employees. THE INTERNET STRATEGY HANDBOOK shows the successful information spread on the Internet by Dow Jones, Lockheed Martin, and Schlumberger; the successful net marketing by Digital Equipment Corporation and Millipor; and the successful research and development strategies by Genentech. Her book is a compelling read into all the possibilities with an Internet presence. It breaks ground with Simson Garfinkel's WEB SECURITY AND COMMERCE, Douglas Gerlach's THE COMPLETE IDIOT'S GUIDE TO ONLINE INVESTING,

Mellanie Hills' INTRANET BUSINESS STRATEGIES, Harris Kern's MANAGING THE NEW ENTERPRISE, and Don Tapscott's THE DIGITAL ECONOMY.

It takes more than a Web site to make the leap from connectivity to competitive advantage on the Internet. This book is written for managers facing the challenge of devising an Internet strategy that will bring their companies recognition and competitive advantage - by the Internet pioneers in the companies that have been there, including: Thomas Anderson of Millipore on marketing products worldwide on the Internet; Russ Jones of Digital Equipment Corporation on establishing a new business based entirely on Internet-related products and services; Gregory P. Gerdy of Dow Jones on publishing on the Internet; John 'Scooter' Morris of Genentech on using the inter Internet research and development tool; Steve L. Swenson of Lockheed martin on leveraging the Internet to manage information from both inside and outside the company; and more! The book also presents cost-benefit analyses and discusses critical issues such as staff training and secure commercial transactions. Using insights from false starts as well as successes - and including an indispensable Internet strategy audit that you can use right now to assess your company's current position and then formulate an Internet strategy for the future - "The Internet Strategy Handbook" provides an insider's view of what it takes to maximize the extraordinary power of the Internet for competitive advantage. If you are a manager evaluating the potential of the Internet for the first time, an executive seeking to gain more value from existing Internet connections, a consultant, an entrepreneur, or an Internet business user, you will refer to "The Internet Strategy Handbook" again and again. Its mix of strategic thinking, implementation advice, and model corporate applications will remain relevant long after the current Internet technical guides have become obsolete.

.com Mary Cronin wrote the very first book about doing business on the Internet, and her latest contribution continues in her pioneering and practical efforts at explaining the net to practical-minded managers. This is a collection of ten essays written by information managers and consultants for information managers and consultants. Includes contributions from high level employees of Genentech, Dow Jones, Digital, and Lockheed, among other high-powered and effective users of information technologies. From Booklist The surge in stock prices of any company involved with the Internet in any way attests to its impact on the business world. For companies considering taking advantage of the Internet, Cronin, author of Doing Business on the Internet (1994), has gathered here 10 experts who report on their companies' successful experiences. Several of the companies, like DEC and Dow Jones, increased sales by developing products and services for use in accessing the Internet or by becoming a provider of information on the Internet. Other companies, like Lockheed Martin, Genentech, and Schlumberger, used the Internet for various business applications, such as recruitment, marketing, training, and research. Cronin includes a particularly useful chapter by Internet consultant Joel Maloff outlining a methodology for measuring the benefits and costs of connecting to the Internet. Appendixes include a chronology of the Internet's growth and highlight contributors' and their organizations' home pages. David Rouse Cost analyses, tips on remaining competitive in the online world, and advice on integrating information resources are provided in The Internet Strategy Handbook, a strategy handbook for business-people which goes beyond your usual computer-oriented Internet handbook. Lessons culled from business experience are presented by a variety of key business writers who analyze what works, what needs improvement, and why. -- Midwest Book