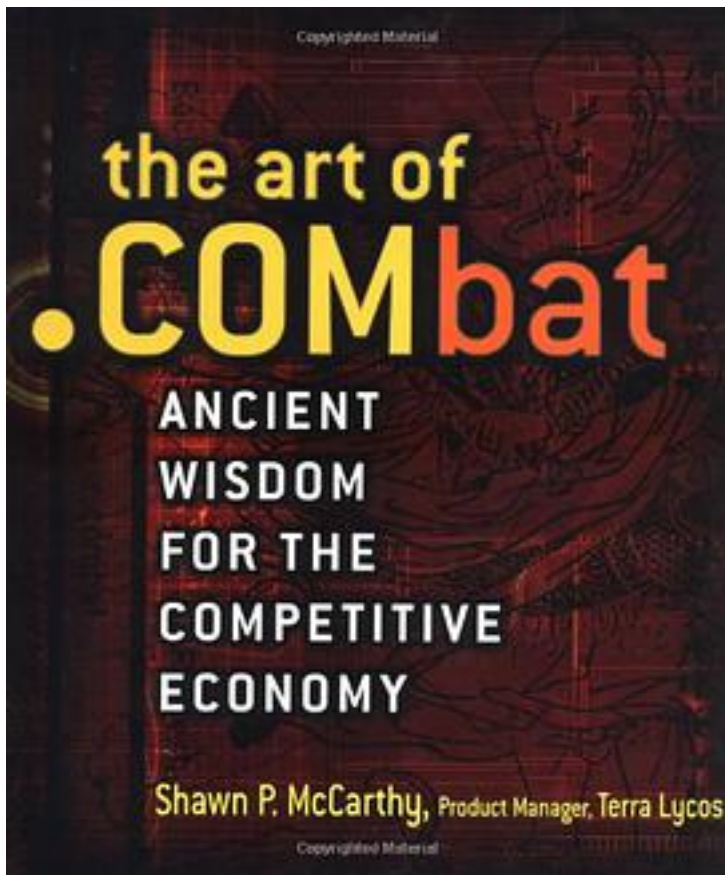# The Art of .COMbat

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A tactical field guide to the landscape of the e-business world The Art of .Combat examines the internal workings of both the high-tech world and the Internet business development process, providing a blueprint for navigating the complex terrain. General Sun Tzu's The Art of War for the e-business world, this handbook expands to cover things like developing online logistics to win battles, preparing long-term strategy and

discovering the new goal of frictionless commerce-leveraging the Internet to squeeze out inefficiencies. Required reading for everyone making their way in the e-business world, this book is laced with tactics and real examples of strategy in action. Learn how to appraise a looming e-commerce battle through the factors of politics, climate, terrain, commander, doctrine, and vision. Irritate your opponents and find their weak points (Scott McNealy of Sun Microsystems employed this tactic in his dealings with Hewlett-Packard). The author is a great writer and business consultant who draws on his experience at Lycos and with client companies as well as interviews with industry leaders. This book will have full support from his employer, Lycos, Inc., including a Web site on the Lycos Network featuring lessons from the book. Shawn P. McCarthy (New York, NY, and Los Angeles, CA) is a Product Manager and developer at Lycos, Inc. He also consults on Internet business development issues for Fortune 500 companies. McCarthy contributes to the Washington Post and is a regular speaker at conferences such as MacWorld, Internet World, and Comdex.

作者介绍:

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