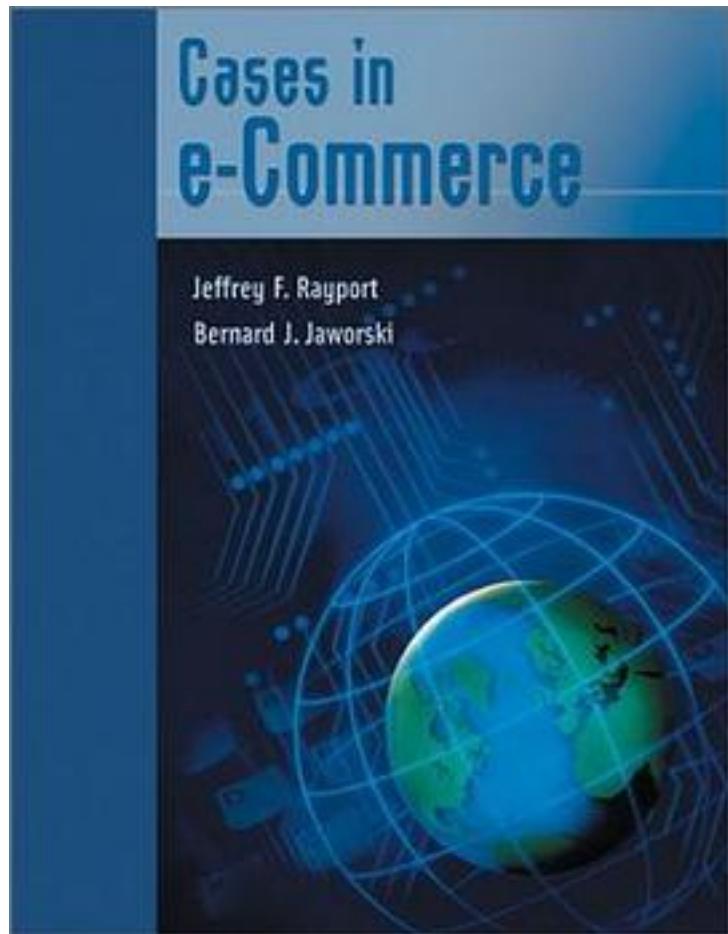


Cases in E-Commerce



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37 Harvard-style cases featuring top companies competing in the New Economy. Cases are organized to facilitate discussion of the decision-making process for formulating New Economy enterprise strategy. The presentation mirrors the

organization of the eCommerce textbook written by the authors.

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