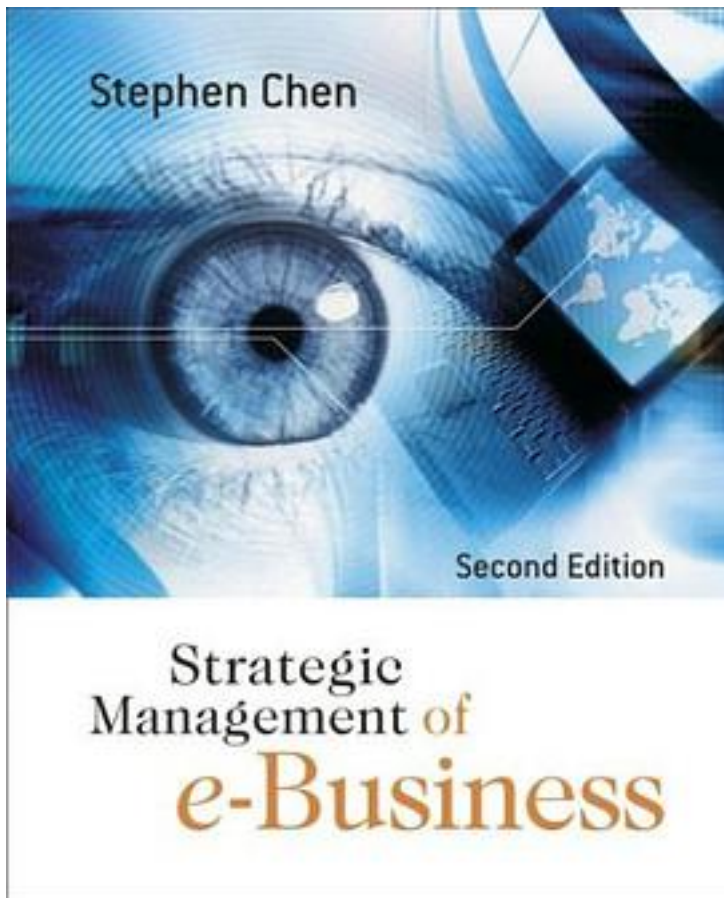


Strategic Management of e-Business



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E-business is changing fast, along with the thinking behind it, and as yet there is no agreement on what should be taught on an e-business course and how. This revised and updated edition of a successful MBA-level text takes a strategic management perspective of e-business, although it also touches on related areas such as Internet

marketing and IS. Stephen Chen focuses on the strategic implications of e-business and examines the strategies employed in a range of industries, providing a comprehensive review of current research and practice.

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