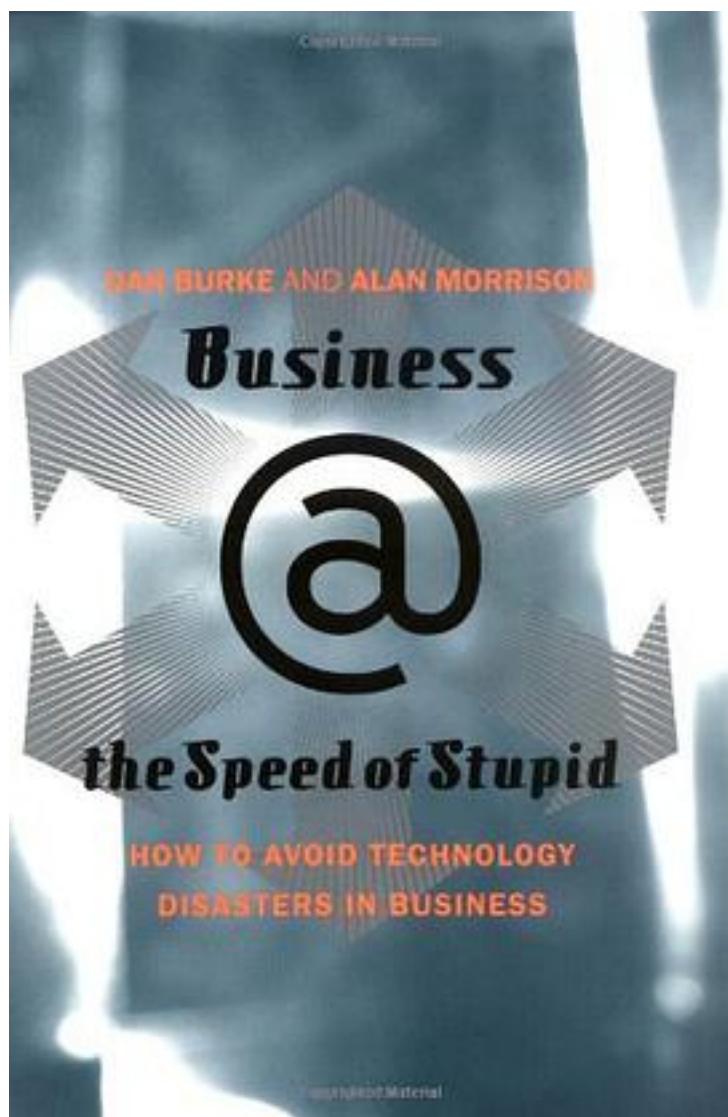


Business @ The Speed Of Stupid



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Two savvy Web strategists offer a wry look at the corporate practices that have blindsided technology-driven businesses--and present sane solutions to steer companies past today's investor backlash. Business @ the Speed of Stupid brings to light many of the myths that stymie unwary investors, entrepreneurs, and managers who are seeking to turn a profit in the digital economy. It highlights why smart entrepreneurs buy into dim-witted business beliefs and exposes the "big lies" that have crippled so many companies. With ultimate know-how, verve, and humor, Dan Burke and Alan Morrison reveal why brilliant engineers don't always make brilliant business leaders, how innovation is far less important than customers and quality, and that, yes, you do need to be profitable to survive on the Web. Bringing realism and experience to the table to counteract the lingering technology industry hype, Business @ the Speed of Stupid explains how to survive and profit in the next phase of our technology-driven economy.

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