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Michael J. Cunningham
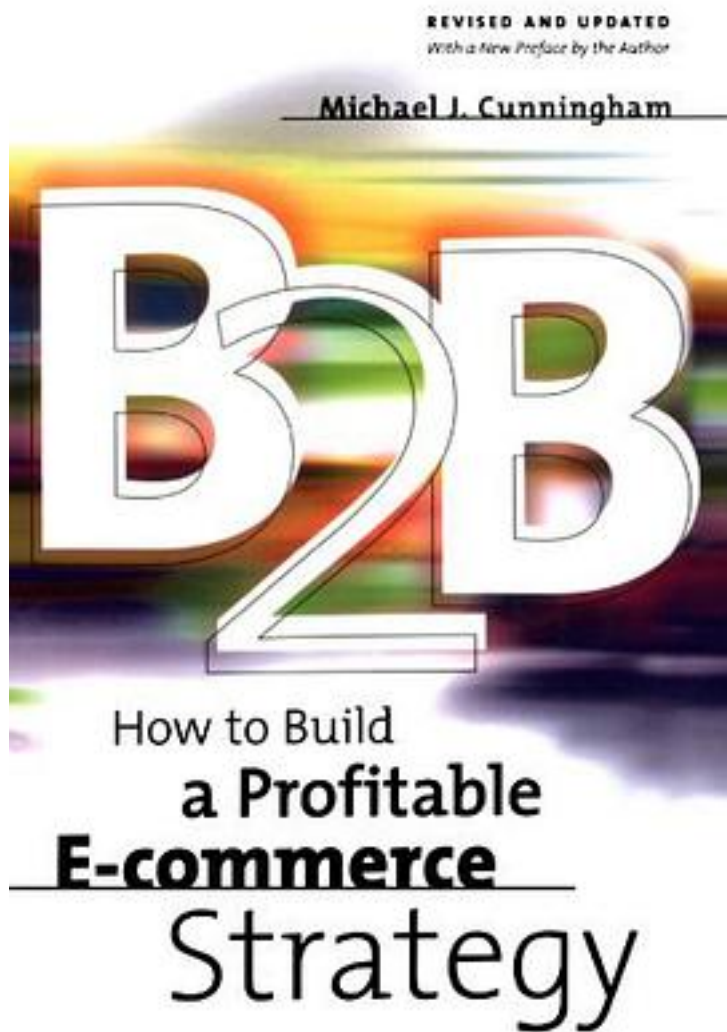
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How to Build
a Profitable
E-commerce
Strategy

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B2B presents the first definitive blueprint for creating a profitable business-to-business e-commerce strategy. Showcasing successful initiatives designed by industry leaders such as Cisco Systems and Dell Computer, as well as lesser-known trailblazers such as VerticalNet and eCredit.com, Michael Cunningham clearly identifies the key issues in assessing opportunities, building technological and organizational capabilities, and designing a successful business-to-business strategy using the full power of the Internet.

作者介绍:

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