



New Economy Edge: Strategies and Techniques for Boosting Online Profitability (E-Business Excellence)

Jeremy Kourdi

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The Wiley New Economy Excellence series has a simple aim - to help managers create and sustain competitive advantage in the new economy. Written by series editor Jeremy Kourdi, New Economy Edge is an inspiring look at how to create and develop profitable online activities by grasping the impact of the Internet on employees, markets, customers and business partners. Features include a review of products and services suitable for new channels, a guide to integrating 'clicks' into 'bricks', and an exploration of the skills required to take a business forward once a new direction has been set.

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