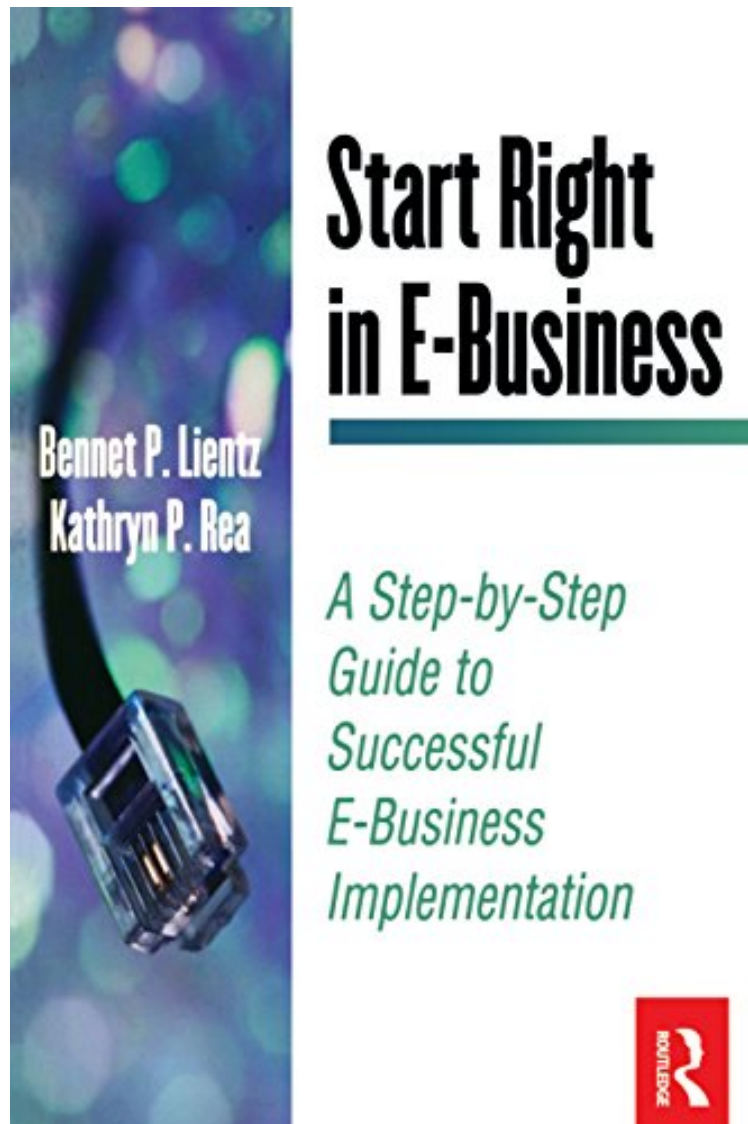


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## Start Right in E-Business (E-Business Solutions)

*Bennet Lientz, Kathryn Rea*

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**Bennet Lientz, Kathryn Rea : Start Right in E-Business (E-Business Solutions)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start Right in E-Business (E-Business Solutions):

3 of 3 people found the following review helpful. good method for e-commerce implementation  
By Robert Monteith  
Our firm employed this method to implement business to business e-commerce. It really works. We had tried another approach before which did not work. Some benefits of the method are that it encourages a group approach to implementation. It also provides a way to address political issues which we have many of. I found the book very readable and useful. We are now using the book as the basis for doing intranets within our firm. Chapter 2 presents the

idea of a project concept. This is valuable in getting consensus on the scope of the work. Chapter 6 is one of the better ways to understand technology without getting into too much detail. Fitting e-commerce into normal business is important and often not covered in other books. It is covered well in chapter 9. Perhaps, one of the most useful chapters is 12. That is where the implementation strategy is developed. This was a turning point in our effort. You can plan all day, but if you do not have a solid approach for putting e-commerce in, you are going to be in trouble. The book also addresses how to use suppliers in a pilot effort to get other suppliers involved-very useful in political terms. Marketing of e-commerce internally and with suppliers is not given much attention. Here an entire chapter is devoted to it. E-commerce is more complex than most people think. This book provides one of the most useful step by step methods. 3 of 3 people found the following review helpful. Deals with real implementation

By J. Morley One thing that I liked about the book was the analysis of specific issues across an entire part of the book. There is a chapter on outsourcing as well. The steps in the book can be carried out in parallel. We have been using the book to lay out our project. The book really gets into business and politics as well as technical issues. The book points out that e-business is a program not a project. Commitment from the bottom of the organization is as important as upper management support. This is an important point that the book makes. Another thing--the book does not assume that you have an ERP. A company used the method that had an ERP and found it very useful, however. The book contains little of the "chain" and business model jargon--thankfully. As an example of common sense, the book suggests that you keep searching for the answer to the question "What is success?" This turns out to be critical in e-business since you gain a better understanding as you work your way through installing e-business. The examples and lessons learned in the book are of real use. They are detailed and specific. We have found that there are also good hints on how to manage vendors and consultants and what the roles of consultants and business departments should be. Overall, an excellent read. 7 of 7 people found the following review helpful. e-business on a reasonable scale

By Vivek Chandran Rather than portray e-business as a huge effort that will consume everything and will transform the world, this is a solid book on getting down to the nuts and bolts of real world. If most e-business books are geared to business suits and theories, this book is down to working uniforms and getting things done without a lot of people or time. It does not assume that you have some fancy systems or technology or that you are a big company with hundreds of IT people. It can fit start up firms and small firms as well. The book provides a detailed roadmap and tells you how to deal with the pitfalls that you will find along the way. The extensive experience of the authors in doing e-business really shows in this book in the issues, lessons learned, and examples. In using the book we have already used 40 of the guidelines and run across over twenty issues. If you want to do e-business, buy this book. If you want theory and vague concepts go elsewhere.

E-business occurs when a company has established critical business procedures and activities to support e-commerce transactions. Using this definition, e-commerce is part of e-business--a company needs e-commerce to implement e-business. Utilizing e-commerce, however, does not mean that a company has transformed into an e-business. E-business is implemented only when a company changes its internal procedures to take advantage of the e-commerce technologies. Interest in the evolution ("e-volution") of e-commerce into e-business is a growth field. With the early November announcement that GM and Ford were forming online marketplaces for their suppliers, they placed themselves at the center of new e-business ecosystems that will transform their entire way of doing business. Many firms are increasingly discovering opportunities to move away from simply selling products on the Internet to being able to reinvent their conventional supply chains (as in the auto makers' case) and to being able to offer custom-built products (as Dell Computers does now).

From the Back Cover Many e-business implementations are disappointments or failures. This book provides a road map for implementing and expanding your e-business successfully. It presents a step-by-step approach for changing your current business and implementing e-business. It offers over 250 valuable lessons and guidelines for improving performance from firms that have implemented e-business successfully. This Book Enables the Reader to:

- \* Implement e-business in 13 specific proven actions
- \* Implement e-business with reduced risk to your business
- \* Coordinate e-business implementation with current business
- \* Use e-business as a means to renew and improve your current business
- \* Motivate employees to participate in e-business
- \* Achieve more flexible business processes
- \* Deal with technical, vendor, process, and other e-business issues

Answers Questions Such as:

- \* How do you implement e-business without tearing up your company?
- \* How do you define your new e-business processes and synchronize them with your current business?
- \* How and with what do you manage outsourcing in e-business?
- \* How do you measure your e-business implementation and results?
- \* How do you change your organization to be a spearhead for e-business?
- \* What is the best way to develop your e-business implementation strategy?
- \* How do you quickly gather data on the competition and your current business?
- \* How do you design new business activities that modify your current processes and define e-business?

About the Author Bennet Lientz has taught and consulted on project management for the past 28 years to more than 5000 people. He developed the concept of the management critical path, acted as project manager of the Internet, and turned around 10 failing projects. This Second Edition is Lientz' seventh book; he has also written more than 25 articles in various areas of project management.

Kathryn P. Rea is

president and founder of The Consulting Edge, Inc., which was established in 1984. The firm specializes in E-Business, process improvement, project management, and financial consulting. Rea has managed more than 65 major technology-related projects internationally. She has advised on and carried out projects in government, energy, banking and finance, distribution, trading, retailing, transportation, mining, manufacturing, and utilities. She is the author of eight books and more than 20 articles in various areas of information systems and analysis.