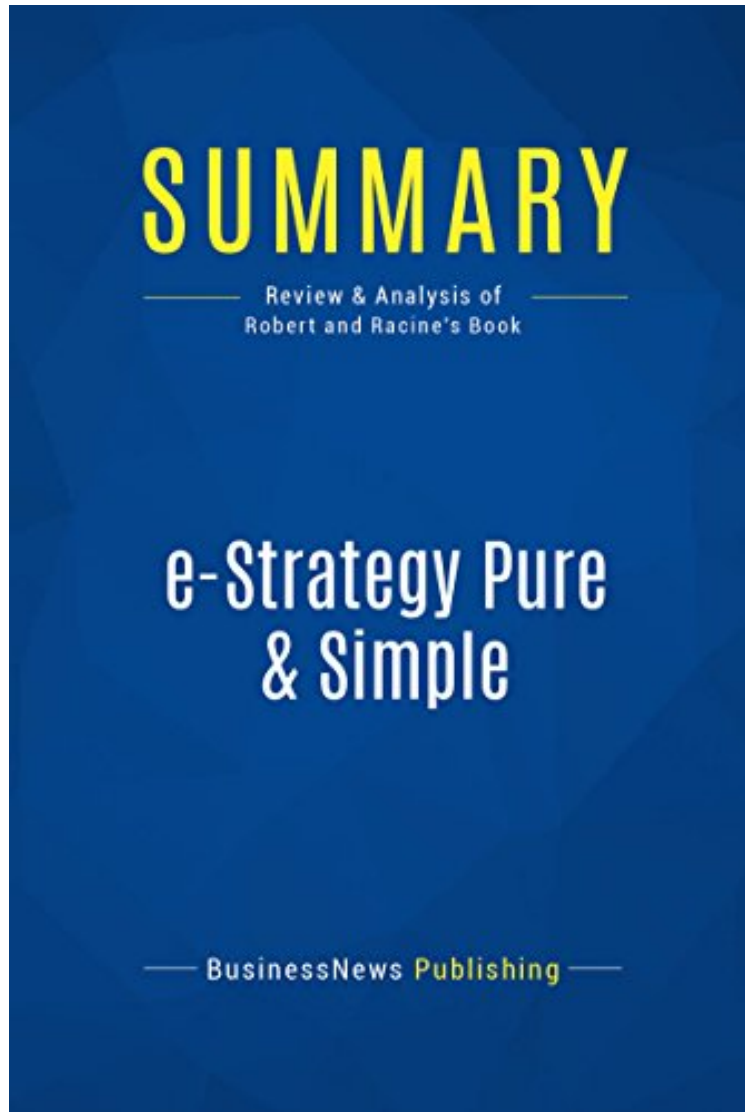


## Summary: e-Strategy Pure Simple: Review and Analysis of Robert and Racine's Book

*BusinessNews Publishing*  
*ebooks / Download PDF / \*ePub / DOC / audiobook*



#1144027 in eBooks 2013-02-15 2013-02-15 File Name: B00DOYXOT8 | File size: 67.Mb

**BusinessNews Publishing : Summary: e-Strategy Pure Simple: Review and Analysis of Robert and Racine's Book** before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: e-Strategy Pure Simple: Review and Analysis of Robert and Racine's Book:

A must-read summary of Michel Robert and Bernard Racine's book: "e-Strategy Pure Simple: Connecting Your

Internet Strategy To Your Business Strategy". This complete summary of the ideas from Michael Robert and Bernard Racine's book "e-Strategy Pure Simple" shows that many CEOs are baffled by the Internet, and are delegating their decisions about an Internet strategy to consultants and IT staff. The only problem is that's roughly equivalent to having a plumber design a new house — you end up with loads of pipes but not much else. Similarly, when Internet consultants or IT staff design an e-business strategy, you end with loads of nice hardware and software but it doesn't quite mesh with the strategy the rest of the business is following. To overcome this mismatch, CEOs and key executives should become the architects of their own e-strategy which not only connects to the business strategy of the entire company but helps further execute that strategy rather than working at cross purposes. Packed with real-life examples, this summary presents basic imperatives to develop a coherent Internet strategy. Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "e-Strategy Pure Simple" and develop an efficient Internet strategy!