



## Web Presence [Taschenbuch] by Small, Peter

By Peter; Small

Financial Times, 2001. Taschenbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This book presents a new strategy for developing an ebusiness. It argues that the initial focus should be on the principle purpose of any ebusiness - creating wealth and value, not only for the ebusiness but for the customer aswell. This idea of collaboration and co-creation lies at the heart of creating and retaining a profitable presence in the ebusiness world - a web presence. Collaborative associations are the key elements to success - it costs very little to set up a community of this sort, and the wealth-creating opportunities developed in this way will then attract capital and funding. Identify your customers and partners, communicate with them to develop and create wealth and value, evolve with the market, and then reap the profits! 384 pp. Englisch.



[READ ONLINE](#)  
[ 3.76 MB ]

### Reviews

*These kinds of publication is the greatest pdf available. Better then never, though i am quite late in start reading this one. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- Lorena Streich

*It becomes an awesome pdf that I have actually read through. It really is full of knowledge and wisdom You may like how the writer compose this book.*

-- Amanda Gleichner