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Doing Business on the Internet: How the Electronic Highway is Transforming American Companies

By Cronin, Mary J

Van Nostrand Reinhold Company, 1994. Trade paperback. Book Condition: New. New. No dust jacket as issued. Trade paperback (US). Glued binding. 308 p. Audience: General/trade. Book Description Doing More Business on the Internet Mary J. Cronin Business connections are the fastest growing component of the Internet, but many managers don t know where to turn for strategic, comprehensive information on how to make the most of online technology. Doing More Business on the Internet, Mary J. Cronin s follow-up to her best-selling First Edition, provides the essentials that every business needs to get started on the Internet and to gain the competitive edge required in today s global market. By distilling the experiences of over 100 companies that have used the Internet, Cronin offers an insightful, value-added framework for using the Internet strategically, as well as cost-effectively. You ll learn how to establish a global presence, improve customer support and service, identify and explore new markets, and top into the vast resources of interactive networks to boost productivity and encourage innovation within your organization. Doing More Business on the Internet offers complete coverage of the hottest business topics, such as: * Creating a World Wide Web home page, and using...



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