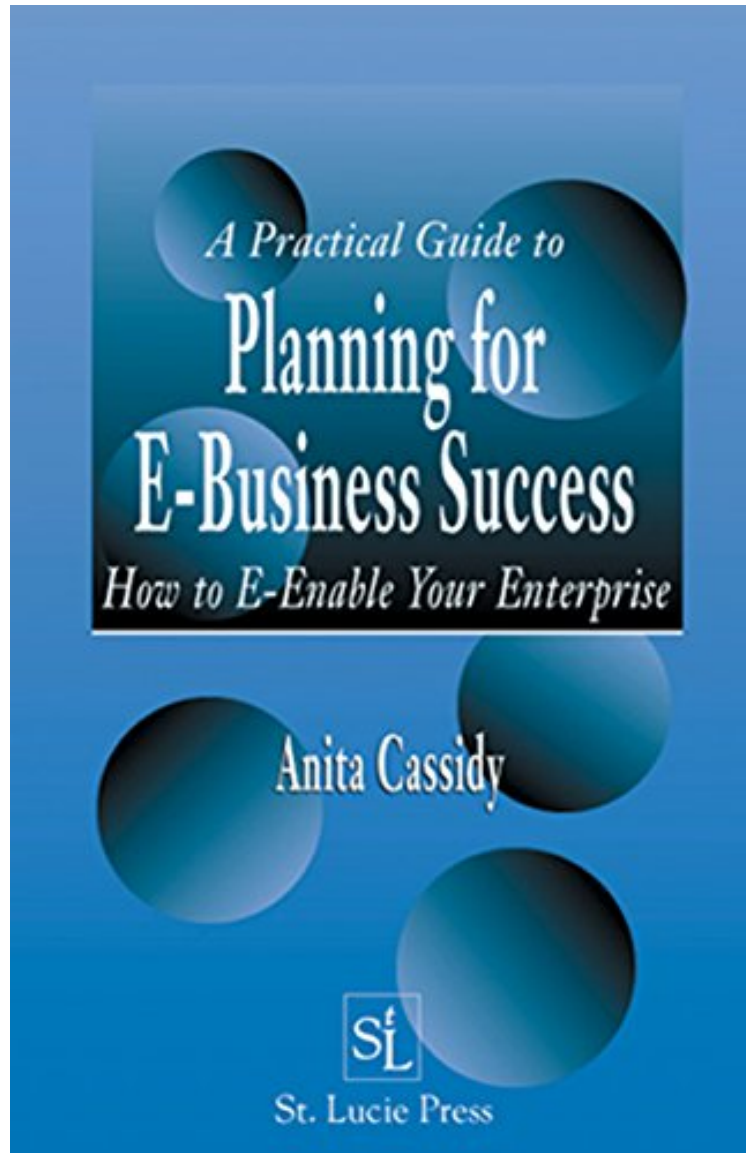


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A Practical Guide to Planning for E-Business Success: How to E-enable Your Enterprise

Anita Cassidy

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Anita Cassidy : A Practical Guide to Planning for E-Business Success: How to E-enable Your Enterprise before purchasing it in order to gage whether or not it would be worth my time, and all praised A Practical Guide to Planning for E-Business Success: How to E-enable Your Enterprise:

3 of 3 people found the following review helpful. Detailed, straightforward roadmap to successBy Mike TarraniIf you've read Ms. Cassidy's two previous books on IS process improvement and IS strategic planning you'll recognize

her straightforward, structured approach to planning for e-Business. This book lays out a roadmap in eight steps: (1) planning (2) assessing the current environment and situation (3) developing a business case framed as a value proposition (4) defining the opportunities and competitive posture (5) determining all factors and impacts (application architecture, technical architecture, business process, information systems, people and organizational and cost/benefit) (6) design (including user interface, security and other important factors) (7) deliver (develop, test, release and support) (8) discuss (elicit feedback, analyze and rectify/improve) The steps is an effective e-business life cycle, and the level of detail into which this book goes will provide ample material for developing a high level plan of action that takes all of the important issues and factors into account.

News of the Web's demise has been greatly exaggerated. The Internet continues to impact our lives and how we do business. It has the power to transform entire industries and create new ones, challenge industry leaders, and enable businesses in entirely new ways. The question is no longer will you participate in the Internet revolution, but when and how. Rather than talking Internet hype, *A Practical Guide to Planning for E-Business Success* shows you how to do it - and do it right - from beginning to end. The only thing worse than no e-business presence is a bad e-business presence. Well-known authority Anita Cassidy explores using Internet technology to redefine and enable your business in entirely new ways. She provides a step-by-step process for developing and implementing a solid e-business strategy. She gives you examples, checklists, FAQs, and templates that help you begin and steer you in the right direction. Research shows that despite the dot.com bust e-commerce is booming. Most companies have an Internet presence whether it merely provides marketing information about the company or is a full service Web site. After the initial rush to get an Internet presence, you must consider how you can shift to true e-business. *A Practical Guide to Planning for E-Business Success* shows you how to use this powerful technology to provide your organization with a competitive advantage.

Most e-business books today are high on concept and low on usefulness. If you're looking for something more practical, Anita Cassidy has written it - a utilitarian guide that can help you through the entire process, from planning through execution. - Bob Lewis, InfoWorld Columnist, Author, and Consultant E-Commerce as we know it today is a ripple on the water of a coming tidal wave of change. Anita's book gives a clear view of how businesses can walk with confidence into this sea of change. - Betty J. Juntune, President and CEO, Beacon Consulting Group, Inc. Insightful, innovative, and thought provoking. Anita Cassidy possesses a unique combination of competence, excellence, and experience that makes her the perfect choice to move your organization online. - Steven P. Haas, Enterprise Development, KDG Interactive Simply stated; this methodology works. Cassidy has done a great job making it practical for everyone to understand. - Keith Guggenberger, COO, Starkey Laboratories, Inc. Anita Cassidy brings a clear head to the dot.com market hangover. The book outlines both a vision and a road map for integration that will greatly benefit managers in all areas of product, distribution, and technology development. - Scott Peterson, Managing Director, Treasury Management Services, SunTrust Bank; a must read for anyone involved in the effort to e-enable their company; takes the complexity out of the transformation process and enables companies to move forward with their Internet strategies and projects with confidence; emphasis on up-front planning and integrating e-commerce initiatives with business goals and objectives provides the solid foundation for successfully e-enabling the enterprise. - Cheryl Nordby, CEO, Consulting Matters Promo Copy