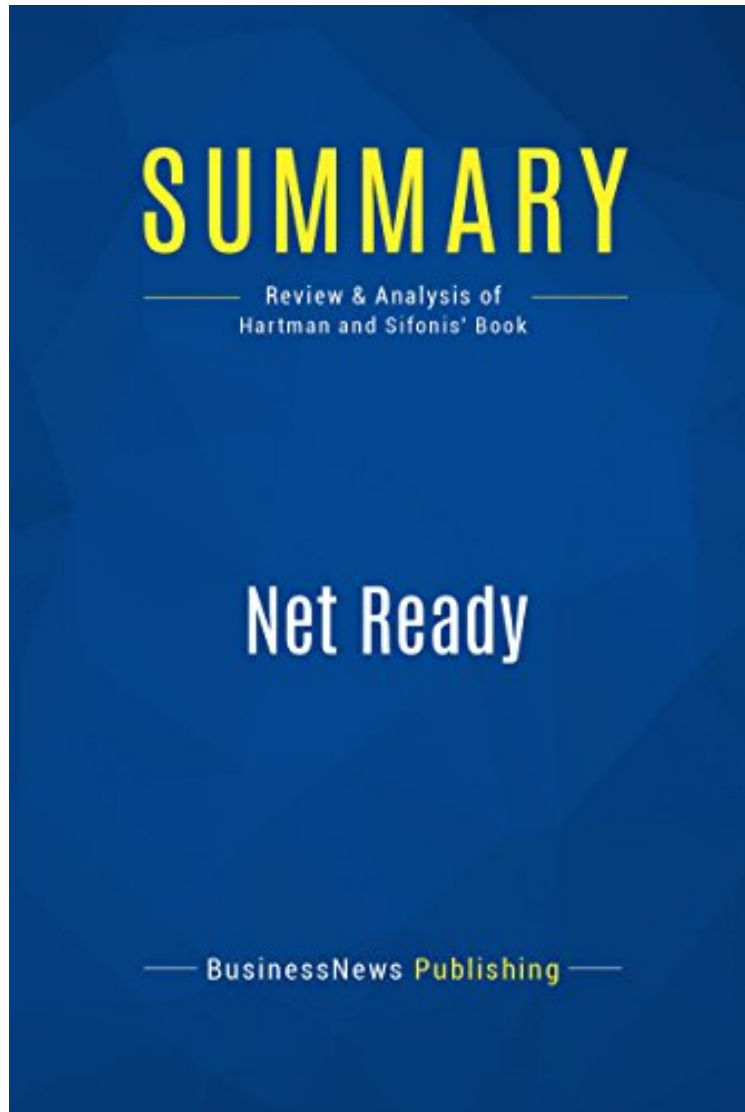


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The must-read summary of Amir Hartman and John Sifonis' book: "Net Ready: Strategies for Success in the E-

conomy". This complete summary of the ideas from Amir Hartman and John Sifonis' book "Net Ready" asks an important question to all entrepreneurs: "Is your company ready for the Net?". In their book, the authors explain that before taking on any new business initiatives in the emerging digital economy, you need to be thoroughly and adequately prepared in four key areas: leadership, governance, competencies and technology. This summary demonstrates the importance of these four areas in ensuring that your company is ready to face the future and use the internet to generate growth. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "Net Ready" and find out how you can succeed in the 21st century.