



Cyber Rules - Strategies For Excelling At E - Business

By Siebel , Thomas M. / Pat House / Charles R. Schwab

Currency Doubleday, New York, 1999. Hard Cover in Dust Jacket. Book Condition: New. Dust Jacket Condition: New. First Edition. 1999 Hardcover book in Dustjacket . BRAND NEW from 1999 publisher . Never opened , Never owned . feltpen mark bottom edge . Jacket protected in New non-stick clear mylar sleeve . Nice Clean Gift Giving quality . 291 pages . ' deliberate considerations and well-reasoned actions designed to help even a technophobic newcomer tackle both the promises and the challenges of the virtual marketplace. Siebel Systems founder Thomas Siebel describes how time-tested business principles are still essential for success. But to achieve full potential in the future, he contends, companies must also have a solid understanding of the way technology will fundamentally affect every aspect of people's lives. These still-emerging policies and procedures of the electronic business world are thus dependent upon a "dual set of rules"; traditional methods, such as identifying target markets and assessing customer needs, now compose only one part of the ultimate picture . Analyzes the direction that business has taken since the first commercial Web sites appeared in 1993 & suggests how small or large businesses can "get there from here." ' . reference online...



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