

《Now or Never : How Companies Must Change to Win the Battle for Internet Consumers》

书籍信息

版次：1

页数：237

字数：

印刷时间：1999年12月08日

开本：

纸张：胶版纸

包装：精装

是否套装：否

国际标准书号ISBN：0066620120

内容简介

The battle for the 21st century is now clear:inside,traditional brick and mortar companies are digging in for the fight of their lives; outside,a tightening circle of dot.com upstarts threaten to transform every feature of the economy.Is the war Now or Never.

Mary Modahl is vice president of research at Forrester Research Inc,the Leading provider of primary research,market analysis,and strategic guidance in the area of electronic commerce.She has been profiled in the Wall Street Journal and Wired magazine and has appeared as a guest on CBS,National Public Radio,CNN,and CNBC.Ms.Modahl lives near Boston with her husband and two children.

目录

Acknowledgments

Preface

Introduction

Part 1:Understanding Internet Consumers

1.Why Consumers Buy On-Line

2.Using Technographics to Target Internet Consumers

3.Reaching Early Adopters

4.The Battle for the Mainstream

5.Avoiding the laggard trap

Part 2:Exploiting Internet Business Models

6.The Internet's Impact on Competition

7.What Makes Internet Business Models So Difficult

8.Creating Company Value

Part 3:Defying the Gravity of the Old Ways of Doing Business

9.Thriving on Technology Change

10.Coping With Internet Channel Conflict

11.Funding,Organization,and Leadership

12.The Will to Win

Appendix:Technographics Methodology

Endnotes

Index

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

[更多资源请访问www.tushupdf.com](http://www.tushupdf.com)