



## Resumo de Moving to E-Business (American)

Learn how to exploit the new opportunities presented by the e-business revolution. Moving to E-Business shows you how to prepare properly for the transition to a customer-focused, digital organization, providing essential information on developing and implementing an e-strategy, integrating business processes and systems, and transforming your organizational culture.

There is practical advice on training your team, integrating IT applications, ensuring consistent customer service, and even starting a new e-business. Power tips help you to move quickly to establish a competitive edge in a fast-moving environment.

The Essential Managers have sold more than 1.9 million copies worldwide! Experienced and novice managers alike can benefit from these compact guides that slip easily into a briefcase or a portfolio.

The topics are relevant to every work environment, from large corporations to small businesses. Concise treatments of dozens of business techniques, skills, methods, and problems are presented with hundreds of photos, charts, and diagrams.

It is the most exciting and accessible approach to business and selfimprovement available.

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