<<Strategic Management>>

<<Strategic Management of E-Business   >>

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Strategic Management of eBusiness discusses the role and value of the strategic management of e-business.It is written from a post-dotcom crash perspective and presents and organisational focus on the use of e-business and its company s business activities, existing business networks and supply chains,managing and improving customer relationships, and enhancing the company's financial performance.   This new book provides students with the necessary strategies and models foridentifying, planning, implementing and managing successful e-business initiatives.The text is aimed at students of information technology, e-business and management.It provides a holistic corporate view of e-business and the need for the various business units to work together to achieve specific business initiatives.

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Dr Judy McKay has a PhD from the University of Queensland. She is currently in the School of Information Management and Systems in the Faculty of Information Technology at Monash University. Judy teaches e-commerce and IT management to MBA students and

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