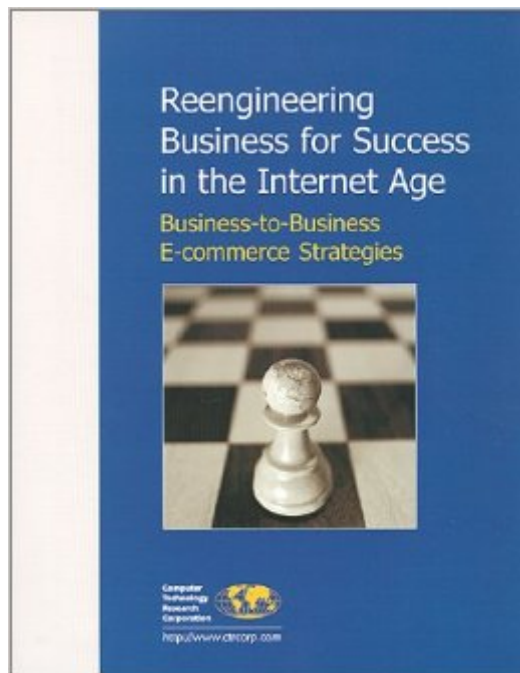


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Reengineering Business For Success In The Internet Age : Business-to-Business E-commerce Strategies



Synopsis

E-commerce is no longer an alternative for doing business. It is the mainstream method by which business is conducted. When e-business is adopted appropriately, it effects fundamental changes that impact all areas of a business. Although e-commerce initiatives view the Web as simply another sales channel, e-business advances further into the corporate structure and requires that companies change their business processes. This report provides information technology (IT) managers with the information they need to formulate business-to-business (B2B) strategies and examines the critical applications for implementing those strategies. The book also analyzes the more programmatic features of XML and the related standards that enable easy and effective data exchange between business partners regardless of the computers or applications in use.

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