



## The Transforming Power of Business-to-Business Electronic Business

By Christoph Wenna

Diplom.De Jan 2004, 2004. Taschenbuch. Book Condition: Neu. 210x148x12 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Linz (Wirtschaftswissenschaften, Unternehmensführung), language: English, abstract: Inhaltsangabe: Abstract: At the beginning of the 21st century Internet-based B2B e-Business is the ultimate driving force and transforming power in traditional business - the Old-Economy - and its continuous evolution toward a truly networked and globalized economic system. This paper develops a holistic definition and classification of e-Business in general and B2B e-Business in particular. It provides concepts to describe and categorise the development of B2B e-Business, the emerging opportunities of B2B e-Business, and how B2B e-Business shapes and transforms the goals, strategies, structures and processes of a traditional firm in the Old-Economy. The paper concludes with a discussion of selected strategic issues of B2B e-Business. The goal is to show that B2B e-Business means the advent of the next generation of business, just as the industrialisation did 200 years ago. Inhaltsverzeichnis: Table of Contents: Introduction 1.1Internet based B2B e-Business -The rise of a new economic era9 1.1.1The...



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