



# A Practical Guide to Planning for E-Business Success: How to E-enable Your Enterprise

*Anita Cassidy*

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**A Practical Guide to Planning for E-Business Success: How to E-enable Your Enterprise** Anita Cassidy  
News of the Web's demise has been greatly exaggerated. The Internet continues to impact our lives and how we do business. It has the power to transform entire industries and create new ones, challenge industry leaders, and enable businesses in entirely new ways. The question is no longer will you participate in the Internet revolution, but when and how.

Rather than talking Internet hype, *A Practical Guide to Planning for E-Business Success* shows you how to do it - and do it right - from beginning to end. The only thing worse than no e-business presence is a bad e-business presence. Well-known authority Anita Cassidy explores using Internet technology to redefine and enable your business in entirely new ways. She provides a step-by-step process for developing and implementing a solid e-business strategy. She gives you examples, checklists, FAQs, and templates that help you begin and steer you in the right direction.

Research shows that despite the dot.com bust e-commerce is booming. Most companies have an Internet presence whether it merely provides marketing information about the company or is a full service Web site. After the initial rush to get an Internet presence, you must consider how you can shift to true e-business. *A Practical Guide to Planning for E-Business Success* shows you how to use this powerful technology to provide your organization with a competitive advantage.

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