



Hyperwars: 11 Essential Strategies for Survival and Profit in the Era of On-Line Business

By Bruce Judson

Touchstone. Paperback. Condition: New. 240 pages. Dimensions: 8.4in. x 5.5in. x 0.6in. The effects of the online revolution are being felt far beyond Silicon Valley as consumers and businesses shift buying patterns to take advantage of the convenience and cost savings that are available over the Web. The term HyperWars describes the constant battle for survival of the fittest that reflects the reality of business today. Managers who want to stay afloat need practical guidance -- and fast. Drawing on extensive research and his pioneering experience in e-commerce, industry innovator Bruce Judson outlines eleven strategies for thriving in this hypercompetitive environment. His visionary techniques, from Create the Total Solution for Your Customer to The Magic in Free, are illustrated with examples of Internet initiatives that real companies, from pool suppliers to major businesses like Chrysler, are implementing today. HyperWars explains how the Internet can and must be incorporated into all aspects of a business, to do everything from cutting procurement, marketing, and communication costs, to deepening customer relationships. Here are the tools every reader needs to survive and profit in the new competitive era. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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