

B2B: How To Build A Profitable E-commerce Strategy

by Michael J Cunningham

B2B : how to build a profitable e-commerce strategy. Author/Creator: Cunningham, Michael J. Language: English. Imprint: Cambridge, Mass. : Perseus, c2001. B2B: How to Build a Profitable E-Commerce Strategy B2B e-commerce solution to help you execute your strategy is critical. IBM WebSphere® Commerce software can help you build a successful B2B e-commerce . allow you to profit by knowing your customers—and your business—better. B2B: How to Build a Profitable E Commerce Strategy: Michael . The author, Mike Cunningham, has captured the essence of what it takes to build an effective business-to-business strategy and has created a superb blueprint . B2B: How to Build a Profitable E-commerce Strategy by Michael . B2B: how to build a profitable e-commerce strategy. Cunningham, Michael J ill. ; 25 cm. Subject: Business planning.; Electronic commerce Management. Summary. In B2B, its not a matter of winning or losing its getting into the game that matters. Companies on the Internet fast track are buzzing about the B2B: How to Build a Profitable E-commerce Strategy: Michael . 6 Jun 2002 . B2B has 2 ratings and 0 reviews. B2B presents the first definitive blueprint for creating a profitable business-to-business e-commerce strategy.

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