



Radical E: From GE to Enron-lessons on How to Rule the Web (Hardback)

By Joel Kurtzman, Glenn Rifkin

John Wiley and Sons Ltd, United States, 2001. Hardback. Book Condition: New. 236 x 160 mm. Language: English . Brand New Book. Be an online success story with the built-to-last Internet strategies used by today's leading e-businesses* General Electric Plastics* Enron* Victoria's Secret* Nortel Networks* David Bowie) * General Motors* Southwest* Airlines* Progressive* Staples The Networked Economy is not about overfunded, overvalued start-ups run by recently minted MBAs. It is about the biggest business opportunity in decades. Radical E skips the hype (thank God) and gets right to the strategies and ideas that matter. It's packed with insider information on how smart managers are reshaping their thinking to take advantage of the Web, the most powerful business tool in our lifetime. -James Daly, Editor in Chief, Business2.0 magazine In Radical E, Kurtzman and Rifkin invite us to learn from the best nine players who did e-business right by combining traditional business methods with innovative thinking and ignoring the hype. The case studies are fascinating; the lessons, widely applicable. These nine did it right. In Radical E, Kurtzman and Rifkin show us how. -Shailesh Mehta, CEO, Provident Financial Radical E is reason for rational exuberance. At last, a...



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