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Autore	Xu Jun
Titolo	Managing Digital Enterprise : Ten Essential Topics / / by Jun Xu
Pubbl/distr/stampa	Paris : , : Atlantis Press : , : Imprint : Atlantis Press, , 2014
ISBN	94-6239-094-0
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (202 p.)
Disciplina	330 650 658.1 658.4092
Soggetti	Technological innovations Business information services Management Industrial organization Strategic planning Leadership Entrepreneurship New business enterprises Innovation and Technology Management IT in Business Organization Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Foundation of Digital Enterprise -- Technology Foundation and Talent Management for Digital Enterprise -- Digital Enterprise Strategy Planning and Implementation -- B2C Digital Enterprise: E-tailing -- E-Services -- B2B Digital Enterprise and Supply Chain -- Digital Platforms -- Digital Marketing and Advertising -- Digital Payment Systems -- Mobile Enterprise.
Sommario/riassunto	This book describes the setup of digital enterprises and how to manage them, focusing primarily on the important knowledge and essential

understanding of digital enterprise management required by managers and decision makers in organizations. It covers ten essential knowledge areas of this field:

- Foundation of Digital Enterprise
- Technology Foundation and Talent Management for Digital Enterprise
- Digital Enterprise Strategy Planning and Implementation
- B2C Digital Enterprise: E-tailing
- B2C Digital Enterprise: E-Services
- B2B Digital Enterprise and Supply Chain
- Digital Platforms
- Digital Marketing and Advertising
- Digital Payment Systems
- Mobile Enterprise

Overall, this text provides the reader with the basics to understand the rapid development of digitization, facilitated by the dramatic advancements in digital technologies, extensively connected networks, and wider adoption of computing devices (especially mobile devices), as more and more organizations are realizing the strategic importance of digitization (e.g., sustainable growth of the organization, competitive advantage development and enhancement) and are embarking on digital enterprise.
