

1. Record Nr.	UNINA9910407716403321
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Titolo	Strategies for e-Business : Concepts and Cases on Value Creation and Digital Business Transformation / / by Tawfik Jelassi, Francisco J. Martínez-López
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-48950-7
Edizione	[4th ed. 2020.]
Descrizione fisica	1 online resource (793 pages)
Collana	Classroom Companion: Business, , 2662-2874
Disciplina	658.84 658.872
Soggetti	Electronic commerce Strategic planning Leadership Computer networks Sales management E-Business Business Strategy and Leadership Computer Communication Networks Sales and Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction: Key Terminology and Evolution of E-business -- The E-business Strategy Framework: Overview of the E-business Strategy Framework -- External Analysis: The Impact of the Internet on the Macro-Environment and on the Industry Structure of E-business Companies -- Internal Analysis: E-business Competencies as Sources of Strengths and Weaknesses -- Strategy Options in E-business Markets -- Creating and Sustaining a Competitive Advantage Over Time -- Exploiting Opportunities of New Market Spaces in E-business -- Creating and Capturing Value Through E-business Strategies -- Choosing the Appropriate Strategy for the Internal Organisation of E-business Activities -- Interaction With Suppliers: E-procurement -- Choosing the Appropriate E-business Strategy for Interacting With

Users -- Moving from Wired E-commerce to Mobile E-Commerce and U-Commerce -- Strategies for Mobile Commerce -- Strategies for Social Commerce -- Unifying Channels to Reach Customers: Omni-Channel Strategies -- The Strategic Approach of the World's Biggest E-tailing -- Strategic Trends for E-business -- A Roadmap for E-business Strategy Implementation: A Roadmap for E-business Strategy Implementation -- Case Studies: Digital Transformation at Axel Springer -- Dallara Automobil: Transforming a Racing Legend -- DBS Transformation (a): Becoming a World-Class Multinational Bank -- DBS Transformation (b): Going Digital and Creating a 22,000 Person Start-up -- Digital Business Transformation in Silicon Savannah: How M-PESA Changed Safaricom (Kenya) -- DBS Transformation (c): The World's Best Digital Bank -- Accorhotels' Digital Transformation: A Strategic Response to Hospitality Disruptor Airbnb -- Disruptive Change at Bossard With SmartFactoryLogistics.com? -- Mary Barra and the Lyft Investment: Leading GM into the Sharing Economy Through Acquisitions -- TURKCELL (A): How to Respond to Digital Disruption? -- TURKCELL (B): From a Telecom Network Operator -- Nestlé: Developing a Digital Nutrition Platform for Japan. - Rabobank: Building Digital Agility at Scale.

Sommario/riassunto

This is the fourth edition of a unique textbook that provides extensive coverage of the evolution, the current state, and the practice of e-business strategies. It provides a solid introduction to understanding e-business and e-commerce by combining fundamental concepts and application models with practice-based case studies. An ideal classroom companion for business schools, the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e-business frameworks with proper tools. Students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges.
