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Titolo	Doing business in a digital world // guest editor Angela Hausman
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Altri autori (Persone)	HausmanAngela
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Note generali	Description based upon print version of record.
Nota di contenuto	Intro -- Contents -- Guest editorial -- Capitalizing on the internet opportunity -- The role of information technology in supply-chain relationships: does partner criticality matter? -- Collaborative supply-chain partnerships built upon trust and electronically mediated exchange -- Critical factors affecting intermediary web site adoption: understanding how to extend e-participation -- Cooperative adoption of complex systems: a comprehensive model within and across networks -- Inter-organisational collaboration for the digital economy -- An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms -- A decision-support system for business-to-business marketing -- Why doesn't marketing use the corporate data warehouse? The role of trust and quality in adoption of data-warehousing technology for CRM applications -- Creating digital value: at the heart of the I-E-I framework -- Executive summary and implications for managers and executives.
Sommario/riassunto	This e-book offers a multi-national perspective on factors relating to digital technologies in business-to-business markets. Comprising ten articles in all it features the work of leading authors such as George, S. Day, S. Tamer Cavusgil, Roger J. Calantone and Robert E. Spekman. The first group of articles deals with utilization of information technology

by firms as both a marketing tool and a means to manage supply chains effectively. The second group deals with different digital technologies and explores how these have been used to improve firm effectiveness. In sum, the articles provide both theoretical and practical perspectives on the use and utility of various digital technologies in creating business value.

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