

What is e-Business?

How the Internet Transforms Organizations

FENG LI *University of Newcastle Upon Tyne*

What is e-Business? provides a thorough and reflective introduction to business strategies and organisational innovations for the Internet world. This much-needed new text gives business and technology students the integrated framework they need to interpret conflicting and rapidly changing business phenomena in the e-arena.

Based on over fifteen years' experience teaching e-Business modules at both postgraduate and undergraduate levels, Feng Li takes the reader through the vast range of topics and issues surrounding e-Business. *What is e-Business?* covers key topics including:

- New technologies and the context for e-Business
- New business models developed in response to the internet and related technologies
- The transformation of various industries, including banking, the music industry, e-tailing, the telecoms industry, and e-public services
- Emerging issues such as privacy, security, identity and presence in the cyber world, Internet marketing, legal, regulatory, social and political issues
- Organizational innovations necessary in order to implement and manage e-Business strategies.

Students and teachers alike will welcome this coherent, well-tested text, with its student-friendly case examples, questions and summaries. *What is e-Business?* is supported by online lecturer and student resources, available at www.blackwellpublishing.com/fengli upon publication.

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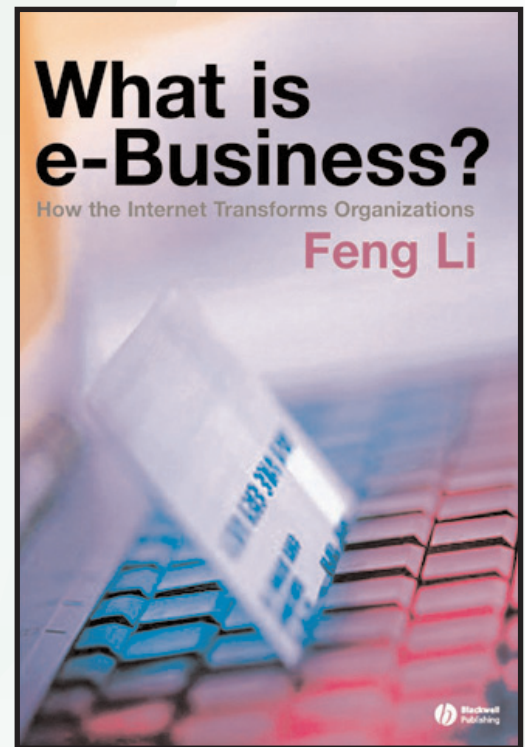
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