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Re-thinking the Network Economy: The True Forces That Drive the Digital Marketplace

Stan Liebowitz

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E-commerce certainly isn't going away (despite some dot-com fiascos), and business leaders need to look back and figure out what went wrong. Utilizing traditional economic concepts, Rethinking the Network Economy shows how (unlike what was originally assumed) classical business strategy does apply to the Internet. The book demonstrates how tried-and-true formulas such as "supply-and-demand" and "first-mover-wins" relate to e-business, and provides readers with the understanding needed to succeed in the future.

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