



Strategies for e-Business: Creating Value Through Electronic & Mobile Commerce Concepts & Cases, 3rd ed.

By Jelassi Tawfik



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Strategies for E-Business provides realistic and compact coverage of the key concepts linking strategy and e-business, illustrated by original case studies. Ideal for MBA students and upper level undergraduates, this book utilises extensive research, strategic frameworks, a methodological toolset and original real-world case studies to link e-business to overall corporate strategy. It builds awareness and sharpens students' analytical understanding of how companies have developed and implemented electronic and mobile commerce strategies in the real world and the issues and challenges that e-commerce strategies and applications present.



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Editorial Review

From the Back Cover

Focusing on strategic management concepts and linking them to actual case studies of companies engaged in e-business activities (both successful and unsuccessful), this thoroughly updated third edition of *Strategies for e-Business* applies strategic thinking to the very latest developments in e-Business technology.

Strategies for e-Business enables you to think critically about the subject through the following features:

- *A comprehensive e-business strategy framework* - based on rigorous and time-proven concepts from the field of strategic management, which were adapted to the specific context of e-business.
- *A n e-business roadmap* - a guide to help in the formulation and implementation process of an e-business strategy with extensive cross-references to the more detailed e-business strategy framework.
- *A detailed study approach for e-business strategy* - Learn how to improve creativity and analytical ability, key aspects of the strategy formulation process, through the use of concepts and case studies.
- *I n-depth case studies* - The book contains 23 real-world case studies, including some award-winning cases, which provide in-depth accounts of how companies in several industries (ranging from finance and insurance to manufacturing to telecommunications and media) and different countries (in Europe, North America, Africa and Asia) have developed and implemented e-business, electronic commerce or mobile e-commerce strategies.
- *G eographic focus on developed and emerging markets* - the wide variety of countries that are involved in the case studies helps to provide insights into the specific business environment and national culture by which each are characterised.

The third edition of *Strategies for e-Business* is ideal for MBA students, upper level undergraduates and practitioners studying courses on strategy and technology management. This new edition is also a key resource for senior managers, business strategists, entrepreneurs and consultants wanting the latest guidance on successful e-Business strategies.

'Marketing has changed more in the last 10 years than in the previous 90 years. Much of it is due to digital marketing. Companies won't last if they fail to apply digital marketing. Yet less than half of marketing managers feel confident about digital marketing. That is why this book is so important to them and to their companies.'

Philip Kotler, Northwestern University (IL, USA)

'Including complete configurations in thinking, actions, outcomes, advances, delays, roadblocks, and breakthroughs (the nitty-gritty steps/revisions) in 50+ different e-business models makes Strategies for E-Business very useful reading especially since Jelassi, Enders, and Martínez-López precede most of these cases with advanced thinking in the current paradigm shift from wired e-commerce to mobile e-commerce as well as offering roadmaps (templates) on e-business strategy implementation. Two-books in one; both over-the-top in wisdom and details on how-to-do-it—create e-business model configurations that achieve low-cost and high-revenue.'

Arch G. Woodside, Editor-in-Chief *Journal of Business Research*, Boston College (MA, USA).

Tawfik Jelassi is Professor of e-Business & Information Technology and Dean of the School of International Management at Ecole Nationale des Ponts et Chaussées, Paris, France. He is also Chairman of the Board of Directors of Tunisiana, the leading mobile telecom operator in Tunisia. Dr Jelassi was formerly Associate Professor and Coordinator of the Technology Management Department at INSEAD (Fontainebleau), and was also Guest Faculty at Harvard Business School.

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Francisco J. Martínez-López is Professor of Business Administration at the University of Granada, and of Marketing at the Open University of Catalonia (Barcelona). He is Editor-in-Chief of the *International Journal of Business Environment* (Inderscience Publishers), Associate Editor of the *European Journal of Marketing* (Emerald) and has been a visiting scholar at the Zicklin School of Business (NY, USA), Aston Business School (Birmingham, UK), the University of Chicago Booth School of Business (IL, USA), the Michael Smurfit School of Business (Dublin, Ireland) and the Complutense University Business School (Madrid, Spain).

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