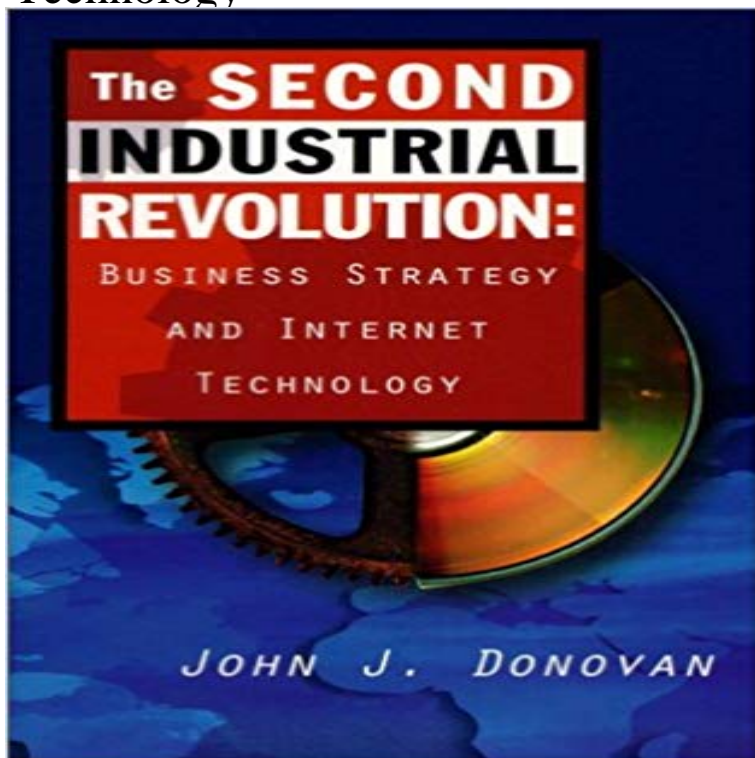


The Second Industrial Revolution: Business Strategy and Internet Technology



To compete in the 21st century, businesses must reinvent the way they operate, and the way they reach and serve customers. This book shows managers how to use Internet technology to do precisely that. The Second Industrial Revolution begins by outlining the need for dramatic business change, and demonstrating how Internet technologies are ideally suited to support managers as they make these changes. Learn how to do business on the Internet, securely and profitably -- and how to use today's intranet technologies to dramatically improve the way your organization communicates internally. Walk through case studies to see how businesses are using Internet technology to reinvent themselves right now. Consider today's Internet technology landscape, the strategies of leading players in this market, and the likely evolution of the Internet. Finally, learn how to initiate the cultural changes your organization will need to succeed with Internet technologies -- and how to see those changes through. All managers, in both the private and public sector.

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