

BOO DOT COM. Three words that bring e-project managers out in a cold sweat. Getting things wrong in this business is embarrassing and expensive at best - fatal at worst. Any e-business project is about two things: business and how to handle IT resources. Most people working in the area have a background in only one of those areas. This will be a book that bridges the divide. Its not about technology and toys, its about getting you project delivered on time and on budget. Business people need to be aware of the issues involved in running a project that is IT based. IT people need to be aware of the business issues that are driving a project. Many e books concentrate on the glamorous dotcom start ups running e-commerce, business-to-consumer, retailing at a loss. This book will also spend a lot of time looking at the less sexy but infinitely more profitable e-business of the business-to-business (B2B) sector that currently constitutes 80% by value of all electronic transactions. This is a book for realists. Yes, you could be the next Jeff Bezzos, but you probably wont be. What you can be, if you read this book, is the person who delivered a realistic and profitable e-business project on time and on budget.

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