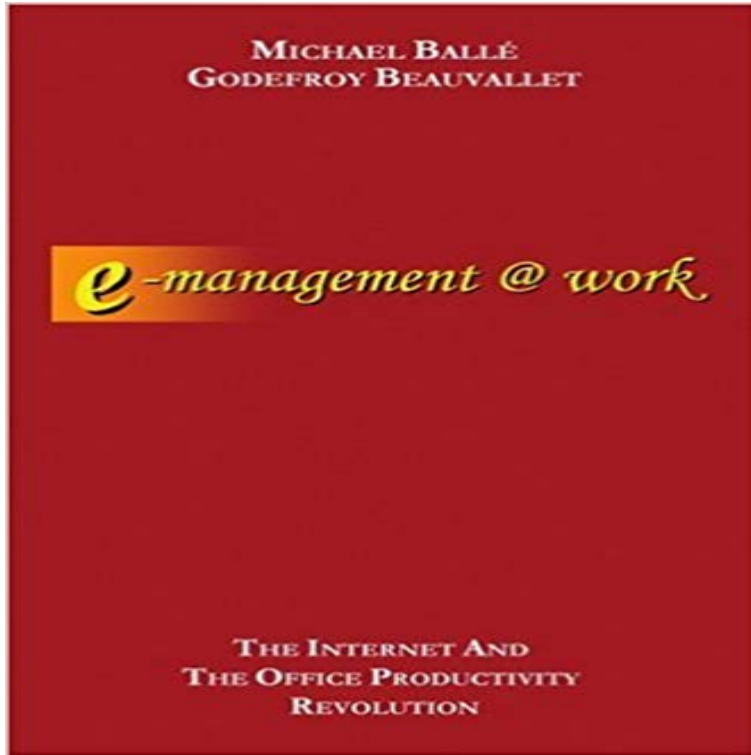


E-Management @ Work: The Internet and the Office Productivity Revolution



How can you obtain real productivity results from all this Web technology your company has just purchased? How can you master the confusing watershed of over-hyped concepts, killer-apps and born-again Pure-play consultants? This book is the outcome of many discussions with managers dealing with the rise of e-business at firm and/or team level. Gurus and pundits claim that the Web and its applications are poised to trigger a profound workplace revolution. The book shows that the Web's real promise lies in a service productivity revolution. It is structured to help the reader in his or her understanding of this three-step transformation: business as usual, but faster: basic uses of e-technologies, such as e-mail, Websites, online research and how simple tools can be used effectively to obtain office productivity improvements; same business, new channels: draw the implications for your business of developments such as e-commerce, marketplaces, Internet marketing and intranets; the e-management revolution: welcome to the e-revolution explore how the Web inventors' dreams lead to a constant flow of new Web based applications and how these might, as they get absorbed by the market, change the face of business as we know it.

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