



# Introduction to e-Business Management & Strategy



# Contents

- Chapter 1 Introduction
- Chapter 2 The time of E-business has come
- Chapter 3 Types of E-Business
- Chapter 4 E-business from a financial perspective
- Chapter 5 Online Marketing
- Chapter 6 Everything about the internet landscape
- Chapter 7 How to manage E-Businesses
- Chapter 8 Creating your E-Business plan
- Chapter 9 Getting organised with E-Business
- Chapter 10 E-Business: A step further
- Chapter 11 Benefiting & profiting through E-Business
- Chapter 12 From E-Business and forward

## CASE STUDIES

- Case study 1 Amazon.com
- Case study 2 e-Bay
- Case study 3 Tesco.com
- Case study 4 Yahoo!
- Case study 5 boo.com

## Synopsis

Keeping up closely with the emerging trends in the corporate environment, the need for digital transformation is more imperative than ever. And while the terms E-Business and E-Commerce are often used interchangeably, there is a crucial distinction to be made as E-Business as a notion is much more than merely online commercial transactions. E-Business is about both inter-organisational communication as well as external activities with stakeholders and clientele. It is about every essential activity of your business transformed within the sphere of Information & Communications Technology. However, how do you go about organising and implementing your own E-Business strategy in order to fit your needs and corporate culture? This guide provides all-inclusive guidance in order to gain utmost benefit from your digital transformation and avoid bumps and obstacles in your way as you taking steps towards E-Business. Get informed about what constitutes profitable E-Business, what types of E-Business you can follow depending on your company's nature, how does Online Marketing blend in, how to manage planning and expectations and what's in it for you.

As a bonus, you will be able to read through five case studies of the most prominent corporations and have a glimpse at what they did and how they made it to the highest rankings of the market.





ASCOTT MARKETING MANAGEMENT L.L.C.  
registered address is at Business Bay Area,  
Burlington Tower, Plot No. 39, Property No.  
1301-28, Makani No. 25157 86586, Dubai,  
UAE

[info@ascottmanagement.com](mailto:info@ascottmanagement.com)  
[www.ascottmanagement.com](http://www.ascottmanagement.com)