

The Seven Steps to Nirvana: Strategic Insights into eBusiness Transformation

Content

The Seven Steps to Nirvana: Strategic Insights into eBusiness Transformation by Mohan Sawhney.

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Today's most successful companies never sit still. Even as they introduce their newest e-business initiatives, their next generation of improvements is already near completion. Traditional organizations—especially larger, low-tech businesses—must reinvent themselves if they are to hold their positions against these new business competitors.

The Seven Steps to Nirvana leads managers through the systematic stages needed to transform traditional businesses—regardless of their industries—into fierce competitors. Combining hard-hitting analyses with case studies of businesses that made the transition, this concrete, practical tour de force opens readers' minds to:

- Essential differences between e-commerce and e-business
- The evolutionary stages of e-business intervention
- Strategies to overcome inertia and organize for speed

Written by one of BusinessWeek's 25 most influential e-business innovators, *The Seven Steps to Nirvana* is a trove of innovative techniques for brick-and-mortar businesses to meet--and overcome--the challenges of today's faster, nimbler e-upstarts.

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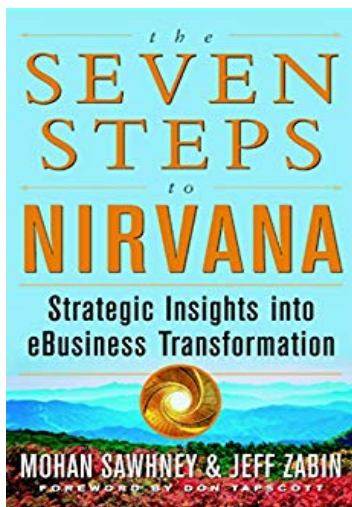
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