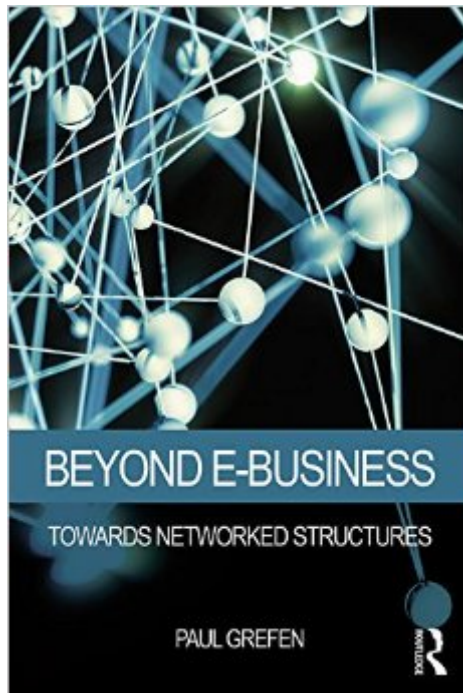


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Beyond E-Business: Towards Networked Structures



Synopsis

In *Beyond E-Business: Towards Networked Structures* Paul Grefen returns with his tried and tested BOAT framework for e-business, now fully expanded and updated with the very latest overview of digitally connected business; from business models, organization structures and architecture, to information technology. What used to be termed "e-business" is now simply business as usual. Today's successful organizations are complex; they are part of dynamic business networks built on digital channels, going far beyond traditional e-business. This text provides invaluable insights of modern e-business integrated with networked business, going much further than the usual analysis of traditional e-business texts. Included is coverage of the Big Five—social media, mobile computing, big data, cloud computing, and the internet of things—as well as service-oriented business and technology. This essential text provides a compact roadmap to networked e-business for engineering, information systems or business students as well as professionals in the field.

Book Information

File Size: 7381 KB

Print Length: 310 pages

Page Numbers Source ISBN: 1138801771

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge (July 16, 2015)

Publication Date: July 16, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B011RLMW10

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #1,122,257 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #401

in Kindle Store > Kindle eBooks > Business & Money > Industries > Retailing #558 in Books >

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