



Digital Storm: Fresh Business Strategies from the Electronic Marketplace

Philipp Gerbert, Alex Birch

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Digital Storm is not about the internet. It is about doing business in the new century. In 1999 Lou Gerstner, Chief Executive of IBM, commented: "The dot.coms are only the fireflies before the storm." While much has been written about the fireflies, the current book focuses on the storm. More specifically, it provides insights to help companies sail through the digital storm, while exposing shortcomings in past and present concepts.

Leading companies are still licking their wounds from the early turbulences of the digital storm and unable to comprehend the ensuing lull. This book will help them to fully grasp the underlying forces that are re-shaping the way business is done.

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