



Electronic Business Revolution: Opportunities and Challenges in the 21st Century

Peter Cunningham, Friedrich Fröschl

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Electronic business, the integration of IT and the Internet into business processes, has begun to completely revolutionize business and the economy. The aim of this book is to point out the challenges and opportunities Europe and its companies are faced with in electronic business. The material is based upon the authors joint experience of years of research into the use of IT in business, industry, and government, as well as their management experience as President and CEO of leading technology organizations.

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