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E-BUSINESS AND ERP: TRANSFORMING THE ENTERPRISE

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Wiley. Hardcover. Book Condition: New. Hardcover. 216 pages. Dimensions: 9.3in. x 6.3in. x 0.7in.Is Your Company Getting the Most from Its Investment in ChangeMany companies have already invested heavily in infrastructure change, some are making that investment now, and all are contemplating the costs of becoming or evolving as an e-business. Is your company a greenfield organization with no back-end systems, or one whose infrastructure support systems are integrated across the enterprise Are you just beginning to think about e-business capabilities, or are you on the leading edge of convergence Whatever your companys position on the ERPE-Business Matrix, E-Business and ERP: Transforming the Enterprise provides the proven techniques you need to know to meld enterprise resource planning capabilities with the communications power of the Internet. Is Your Company Positioned for E-Business SuccessThe Internet has revolutionized twenty-first century business. Organizations today can communicate with customers, suppliers, and sellers at e-speed with the click of a mouse. Yet, with all of the excitement about the external possibilities of the Internet, companies still need efficient internal processes to make and move products, manage finances, recruit and motivate employees, and excel. E-Business and ERP: Transforming the Enterprise covers the skills and tools you will need to combine existing ERP software and capabilities with emerging Web-based technologies. In this forward-thinking outline for a new business structure, executives and managers will discover: Strategies for established companies to penetrate the Internet marketplace Procedures that lower costs across the supply and demand chain Techniques that help you meet-and master-the dot. com challengeThe companies best positioned to succeed in the near future are those that can balance existing ERP-based infrastructures and capabilities with exciting new e-business innovations. E-Business and ERP: Transforming the Enterprise examines the changing but essential role of ERP, places it in the context of the Web-based...

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