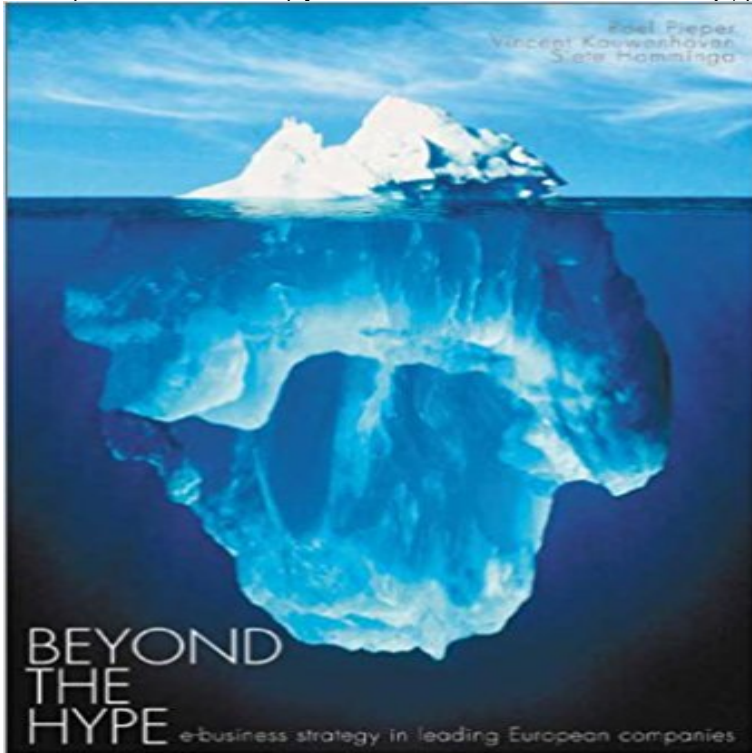


Beyond the Hype: E-Business Strategy in Leading European Companies



In this examination of the current state of business technology, two successful e-businessmen combine interviews of 20 captains of European industry regarding their visions of the future of e-business with their own insights, providing inside information on Internet hype as well as ideas for future strategies. Topics covered include e-governance, new economy valuation, budgeting, and innovation strategy. A discussion of the business worlds initial responses in the aftermath of the events of September 11 is also included.

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