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Electronic Commerce: Strategies and Models of the Company-to-Company Business

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Written by Paul Timmers and translated by Amir Muslim, this book explores the key issues facing managers today when stepping into the world of new business. It is based on case studies on companies such as Marshall Industries, FedEx, Industry.Net, Amazon.com, Citius Belgium and Tradezone. Review the opportunities and risks, this book gives examples of how innovative companies develop competitive advantage by conducting business via the Internet. It also shows how a company can manage its business by classifying electronic commerce business models and a variety of tools for developing Internet marketing strategies. This book also describes several scenarios that reveal the future of electronic commerce company-to-company.

The widespread use of intranet, extranet and Internet revenues as a container business managed to create an electronic trading platform for company-by-company. This provides an opportunity for organizations to simplify complex processes, reduce costs and improve productivity. Electronic commerce companies are willing to accept the rapid growth and are expected to grow from US\$ 43 billion in 1998 to US\$ 1.3 trillion in 2003, more than

90% of the dollar value of electronic commerce by 2003. Electronic commerce company-to-company to produce a new dynamic that is different from the dynamics of other electronic trading relations. Electronic commerce solutions company-by-company supply chain processes and enables workflows that are important in controlling the business done automatically. To enhance the effect, trading solution B-to-B must be integrated with an enterprise's information system available. This process may be complex, time consuming and expensive. As a result, implementation of electronic commerce solutions B-to-B becomes important responsibility for the company, while the cost of change is high.

However, while the technology is developing rapidly, business and marketing is in different situation. For many companies, the electronic trading company-to-company is considered misleading because of price barrier and acceptance and treatment methods are difficult to predict. Competitors to innovate on an unexpected aspect. Organizations slow to react although some executives try to stimulate the employee to act. Although every effort is made in the electronic trading company-by-company, but the benefits cannot be seen clearly.

Through this book, the author shows his efforts in highlighting important issues related to electronic commerce company-by-company. Using case studies of companies such as Marshall Industries, FedEx, Industry.Net, Citius Belgium and Tradezone, he gave a clear picture of whether the underlying structural issues in electronic commerce company-by-company. The author urging readers to think about the six key questions, namely whether the structure of the trading company-to-company their generation that follows, what their economic status is new, how is changing the structure of their customers, how they restructure their marketing strategies, how they implement changes necessary and where the value of that trade. In this book, he explains how to answer six questions so that the reader can take advantage of the trading environment company-to-company, and not just let other competitors take advantage of them.

Applying some well-known concept of standard marketing theory in this new environment was effective for understanding and classifying marketing strategy. This concept can also help identify future opportunities that exist in the trading of electronic B-to-B as well as the needs of strategy and marketing program. Concepts include value chain analysis, competitive industrial structure, theory of transaction costs and interest segmentation. Despite the implementation of strategic marketing potluck, this book also identified differences in the time to develop a strategic marketing and marketing program. Thus a number of the new marketing strategy is given and readers are asked to think about how traditional marketing can be used in trading companies, with companies and cooperation in the future. Although the number of books on electronic commerce increased rapidly, but there are only a few books that highlight the electronic trading company-to-company. This is odd given that most of electronic commerce is expected to occur between the businesses compared with the user.

Most publications concerning the book sales to consumers. In addition, there are only a

few books only text that systematically implement strategic marketing.

There are also several papers incomplete because it provides rules without systematic framework for strategic marketing. While the book provides a framework for strategic marketing is usually not touching aspects of electronic commerce. With a focus on electronic commerce company-by-company and the application of systematic strategic marketing in the broadest sense, this book tries to fill the gaps that exist in the market that a serious textbook on electronic commerce. The opinions expressed in this book are those of the author and do not necessarily reflect the opinion of the European Commission.