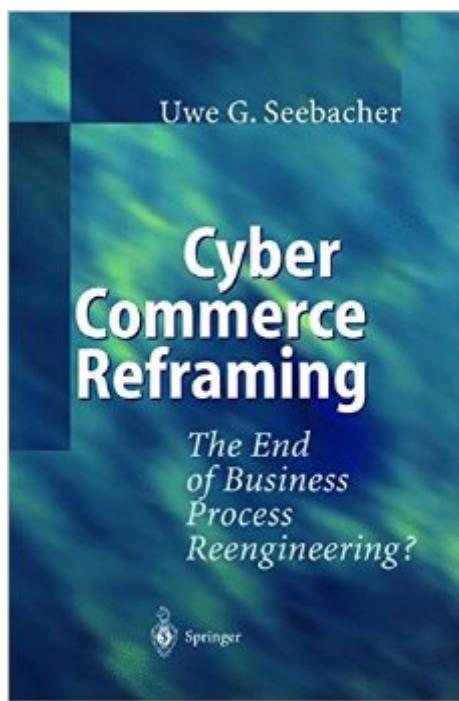


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# Cyber Commerce Reframing



## **Synopsis**

The goal of this book is to create awareness for a change in mind-set that we will all have to face and go through. The necessity for this new mind-set is being driven by the situation that a completely new business world, a new reality, is being created at the point where the phenomenon commonly referred to as the "new economy" converges with the well-known old economy. During the very late 1990s, this new reality was being driven by an almost incredible increase in yields in the financial markets, where conventional but value-driven and stable stocks such as Philip Morris, General Electric, or Bayer, did not attract as many investors as before - if we can call some of them investors at all. Companies in the high-tech or the new market segments are all part of the new economy. This new economy has created new business ideas, business models, and a new reality, in which chief executive officers (CEOs) were in the mid twenties and had basically no clue as to what real business is and how much a dollar counts. Now, as this convergence is happening, the painful reality and the business rules of the old economy get us back down to earth. The CEOs become more senior, business plans are validated more carefully, and just having the famous ".com" in your company name does not get you any further or lead you to any of required money.

## **Book Information**

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## **Customer Reviews**

I really enjoyed reading this book. Clear, precise and direct. Valid discussion of linked topics and operational description of CCR approach. This book helps to run a reframing project in my company. For consultants this book should be a must....as most of them still stick to BPR.

An inspiring and well written management book providing a modul-driven approach on how to reframe all kinds of internet-based solutions, that are not delivering their payback. The book provides the reader with relevant details on different management concepts, such as Total Quality Management, Operations Research, Bus. Process Reengineering, evaluates these methods re. their weaknesses in today's business environment which bottom-line facilitates the understanding, why a shift towards new stuff such as CCR is vital for future business success. I do not consider CCR as the one way of solving problems, but appreciate the authors delivering a critical, hands-on book with evidence and cases, what someone or a company could do, to solve the problems caused by the internet-hype and all the "eBusiness" consultants.

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