

The eMarketplace: Strategies for Success in B2B eCommerce

Content

The eMarketplace: Strategies for Success in B2B eCommerce by Wayne Raisch.

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One trillion dollars. That's what's at stake in the next few years in business-to-business e-commerce. Research shows that b-to-b spending will soar from \$43 billion to over \$1 trillion. Meanwhile, in the same span of time, business-to-consumer spending is expected to rise from \$7.8 to only \$108 billion. That's what's in the future for business-to-business electronic commerce, and companies like eSteel and PlasticsNet are already halfway there. Look no further than this comprehensive guide from two of the most respected professionals in the b-to-b realm. In this book MarchFIRST's Warren Raisch and William Kane, Jr., show readers exactly how to cash in on the e-commerce craze. Drawing from their experience at MarchFIRST, one of the leading Internet b-to-b strategy companies, the authors outline strategies for making your product known. Invaluable case studies of companies who've already taken the plunge help readers construct reliable methods and models of operation.

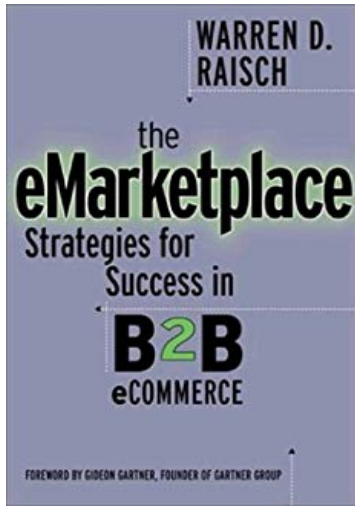
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