



## E-Commerce

By Jeffrey F. Rayport, Bernard J. Jaworski, Jeffrey Rayport

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Once every decade a book comes along that becomes the standard in a field of study, the indispensable reference that every thoughtful practitioner must have on the shelf. Like Samuelson in Economics, Drucker in Management, and Porter in Strategy, Rayport and Jaworski have written what leaders in the New Economy are calling the standard in e-commerce strategy formulation.

e-Commerce presents managers and strategists with road-tested frameworks for competing in the New Economy. This presentation is organized to facilitate the decision-making process for formulating e-commerce enterprise strategy. The text progresses from framing market opportunities to a discussion of New Economy business models, customer interfaces, and communication and branding issues through to implementation, evaluation, and valuation of the online enterprise.

The textbook and companion casebook, E-Commerce and Cases in E-Commerce, are the first volumes produced for the McGraw-Hill/MarketspaceU learning series on e-commerce. McGraw-Hill/MarketspaceU have formed an alliance to develop and deliver exceptional higher education teaching materials on the latest business practices and theories by leading thinkers in the field of e-commerce. McGraw-Hill/MarketspaceU aim to equip present and future executives, managers, and strategists in becoming successful creators of value in the new economy. To accomplish this goal the alliance offers a multi-media suite of cutting-edge tools to help navigate the world of e-commerce. These tools include E-Commerce and Cases in E-Commerce, MarketspaceU.com, the McGraw-Hill Online Learning Center (OLC), and the McGraw-Hill E-Business Power Web.

MarketspaceU is part of Marketspace, a Monitor Group company. Monitor Group is a family of professional services firms linked by shared ownership, management philosophy and assets. Monitor's roots can be traced back to the Harvard Business School – where a number of its founders studied and taught in the 1980s. Marketspace was founded in 1998. Jeffrey Rayport and Bernie Jaworski (two of its founders) are the principal authors of the first books produced by the McGraw-Hill/MarketspaceU alliance.

e-Commerce has already received early critical acclaim from academic and Internet business leaders:

“Rayport and Jaworski have defined the ‘space’. e-Commerce is a primary weapon in the e-business frontier. Do not let your competitors read this book--buy every copy...” Jeff Taylor, Founder and CEO, Monster.com

“Finally someone has put it all together! These leading thinkers have put in one place a brilliant and comprehensive framework for thinking through, planning, teaching and managing e-Business. And – beyond that – this book is a portal to a stream of the most complete set of online, video, and other resources for e-Business learning to date. Great insights. Powerful tools.” Ralph Oliva, Executive Director of the Institute for the Study of Business Markets and Professor of Marketing, Pennsylvania State University

“e-Commerce is the first textbook to show how firms gain competitive advantage in the New Economy. The authors introduce a number of new and innovative concepts, frameworks, and tools that benefit both students and managers. This book is destined to become the standard New Economy text in leading MBA programs.” John Quelch, Dean, London Business School

“This is a wonderfully designed pedagogical device. The chapters build foundationally, so as to empower the student to deal with unique New Economy concepts, like the DCF approach to valuation etc., towards the end. The chapters are filled with case vignettes, viewpoints, and thought bytes that draws the self-selected reader in, and engages them in a sophisticated debate regarding the Internet economy. The highlight of the book, for me, was the way linkages were provided to existing management concepts. Thus the reader is not left wondering what the connection to the old paradigm is, in fact the reader gets a working dose of those ideas in the book chapters. This makes the book a stand-alone, comprehensive text with a cutting-edge tone and content.” Kastori Rangan, Eliot I. Snider and Family Professor of Business Administration Harvard Business School

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#### Review

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"e-Commerce does the best job making both an intellectual and practical contribution to electronic commerce understanding" -- *Russ Winer, J. Gary Shansby Professor of Marketing Strategy, University of California at Berkeley*

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"Teaching about the Internet economy requires a sophisticated educational resource that can keep up with the rapid pace of change. With McGraw-Hill's continuing drive to explore online solutions, e-Commerce is able to deliver exceptional higher educational teaching materials on the latest business practices and theories in an integrated offline-online program." -- *Bernard J. Jaworski, co-author and founder / chief idea officer of Marketspace, a Monitor Group company.*

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