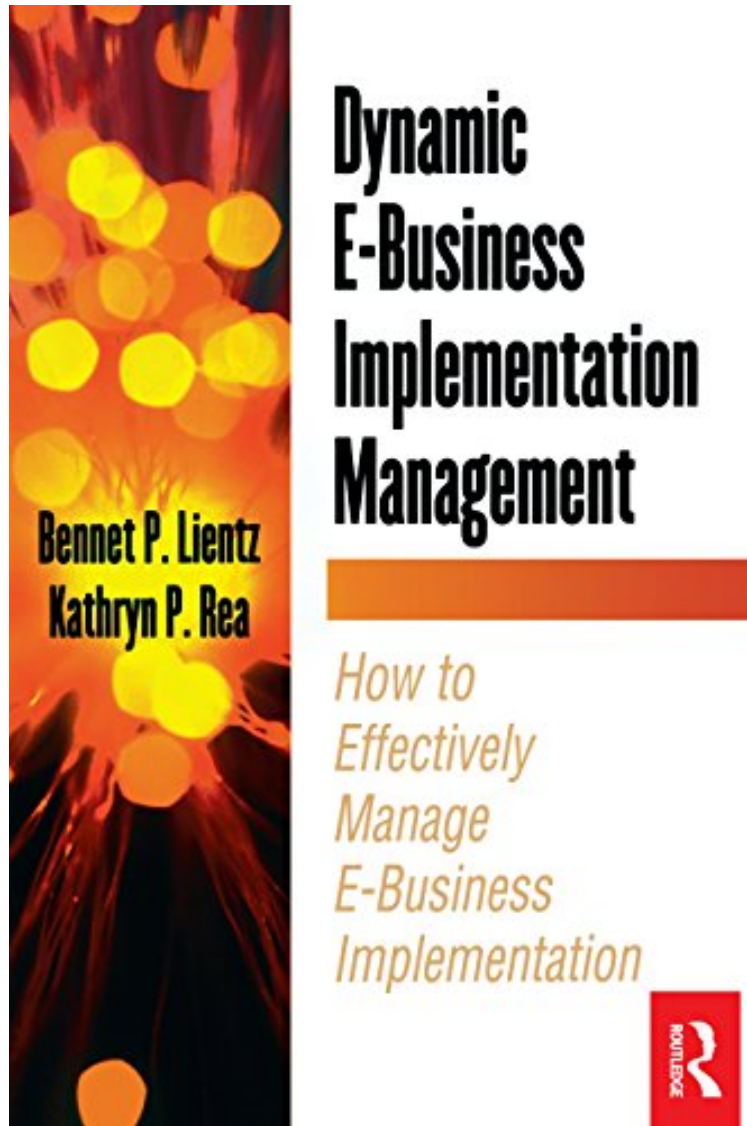


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## Dynamic E-Business Implementation Management (E-Business Solutions)

*Bennet Lientz, Kathryn Rea*  
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**Bennet Lientz, Kathryn Rea : Dynamic E-Business Implementation Management (E-Business Solutions)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Dynamic E-Business Implementation Management (E-Business Solutions):

9 of 9 people found the following review helpful. Excellent guidelines for e-bus projectsBy Helen GormanThe authors have used their experience in e-business implementation to provide specific guidelines and tips in implementing e-business projects. The book deals with many technical, management, user, and vendor issues that you are likely to

encountered and that we have dealt with in our e-business efforts. There is more time pressure and higher management expectations for e-business than standard IT or business projects. There are good suggestions for dealing with the time pressure. E-business is a program since one project leads to another. E-business projects overlap. This book addresses that in four chapters that handle expansion and on-going e-business. Using this book we have encountered fewer problems in our latest e-business project than in previous efforts. Some other areas of the book that are good are dealing with competing demands for resources between regular work and e-business projects as well as the method for tracking, analyzing, and reporting on e-business issues. Chapter 15 has some good charts and analysis for e-business issues. Another useful idea is to have multiple project leaders for the e-business implementation. There are examples in banking, manufacturing, retailing, and natural resources that are followed through the book. While written for e-business there are useful ideas here for IT projects overall. 25 of 25 people found the following review helpful.

Essential book for e-commerce projects  
By Stanley Saunders  
If you want to learn what e-commerce is and get a lot of jargon involving the words *chain*, *global*, *supplier*, *customer*, and *e-*, do not look here. This is a book on how to do e-commerce. I am a manager at a software firm that implements e-commerce solutions. In doing many e-commerce projects over the past 4 years we have found that implementing e-commerce is quite different and more complex than standard IT projects. However, most books either do not address putting e-commerce in or they treat e-commerce as an IT application. E-commerce is not a standard IT project. Today about 40% of our staff do business analysis and support tasks for e-commerce rather than IT work. This is the first book to deal realistically with the problems that people in the real world face when they do e-commerce. We are now buying this book for our customers as well as our staff. The book handles the roles of business staff, consultants, and systems staff. More importantly the book discusses in depth how to detect, handle, and resolve specific things that you are likely to meet up with. This book is both valuable and realistic. 4 of 5 people found the following review helpful.  
Down to earth e-business from a business view  
By Charlene Weber  
Rather than discuss fuzzy strategies and generalities this book gets down to the detail of defining an e-business strategy. The four alternative strategies provide a good set of alternatives. These are separation, overlap, integration, and replacement. The book suggests that you evolve your strategy over time. We have applied this to sort out our approach and to get down to details. We are now using the other parts of the book on managing the teams and vendors. The book gives some good ideas on how to deal with high management expectations. In e-business management seems to expect miracles fast. This cannot happen. How to bring managers down to earth is given attention. Overall the approach is refreshing and realistic. One of the biggest differences with some other similar books is that it treats e-business as a program. E-business is not a project. It continues after the initial implementation. Some other features are: it treats the business side of e-business in detail, it addresses marketing in depth, it provides very useful detailed lessons learned. The book gives innovative methods for communicating with management and issues.

Implementing e-business requires a dynamic approach that can respond to changes in technology, management direction, customer and supplier behavior, and competition. Many traditional project management methods don't work with e-business. This book presents proven real world management methods that are adaptive, dynamic, and flexible in an e-business environment. It tackles the central issues of e-business: the burgeoning market for "buy-side" extranet/Internet procurement and supply chain management/business-to-business, Web-based transactions.