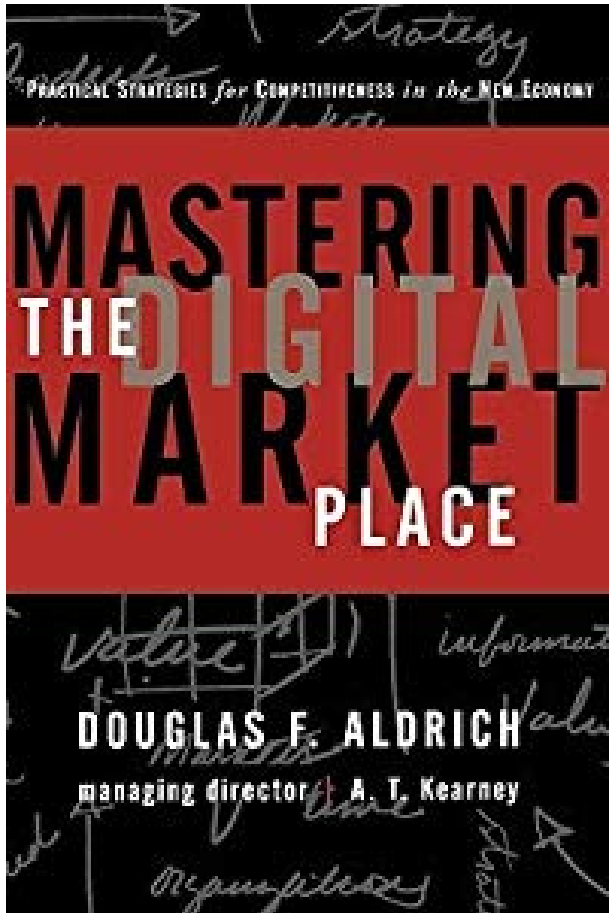


# Mastering the Digital Market Place



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This accessible and concise book describes the value chain created by electronic commerce and the emerging digital economy. The author identifies three key strategic considerations - customer value focus, integration of physical containers the company sells with their intellectual or digital content, and a strategic emphasis on saving customers' time. He then provides practical ways to develop business strategies around these concepts and organise them for their implementation, illustrating his arguments with case studies of both successes and failures.