



Value Creation from E-Business Models

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Value Creation from E-Business Models provides a thorough analysis of what constitutes an e-business model. Unlike many e-business books available, this text draws together theoretical and empirical contributions from leading academic scholars in the field of management information systems. Divided into four parts, E-Business Models and Taxonomies; E-Business Markets; E-Business Customer Performance Measurement; and E-Business Vendor Applications and Services, this book is the critical dissection of E-Business that today's academic community needs.

- * World class academic contributors brought together in one volume
- * Demonstrates that there are e-business models which create value for customers and vendors alike
- * Learn from the lessons of the past five years in developing and implementing e-business models

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