

Creating CATALOGS That **SELL**

Carol Ann Waugh

BOOKS FOR **SUCCESSFUL** PUBLISHERS

Creating Catalogs That Sell

Louis Columbus



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Realizing E-business with Application Service Providers Louis Columbus,2000 This book focuses on the market dynamics in business today that are driving the development of the ASP Model It defines the core concepts and building blocks of e business leading the reader to a comprehensive understanding of the opportunities in this area Market needs in all sizes and classes of business are driving the adoption of the ASP model by more businesses than was originally forecasted Now the largest software and technology companies of the world are actively pursuing the ASP model as a strong business approach This book will define the key market drivers behind every aspect of the ASP model including case studies to illustrate each major component There will also be case studies of the companies that are market and industry leaders that describe their participation in this market This book will also explore Microsoft s Office Online initiative Oracle s Business Online stores and the focus of AT T s and SoftBank s role in this market Dell Computer is actively looking into the ASP Model via investments in Interliant and Agillion This book will delve into the collaborative tools aspect of the ASP model which is crucial for the long term success of this marketplace *AgExporter* ,1994

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