



Summary : The E-process Edge - Peter Keen and Mark Mcdonald: Creating Customer Value and Business Wealth in the Internet Era

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Complete summary of Peter Keen and Mark McDonald's book: "The E-process Edge: Creating Customer Value and Business Wealth in the Internet Era".

This summary of the ideas from Peter Keen and Mark McDonald's book "The E-process Edge" shows how in order to succeed, an internet business must address three crucial issues: how to establish a good enough relationship for repeat business, how to apply competencies in the business to serve the customer, and how to use the power of every network available to the network. In their book, the authors analyze good e-processes and how you can implement them. This summary is a must-read for anyone who wants to develop the best strategy to ensure business success on the internet.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "The E-process Edge" and discover the key to business success on the internet and how to stay ahead of the competition.

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