

Hyperwars: Eleven Strategies for Survival and Profit in the Era of On-Line Business



The effects of the online revolution are being felt far beyond Silicon Valley, and now all businesses - from start-ups to established companies - face survival of the fittest. A company or product can be an industry leader one moment and obsolete six months later. Entire industries, ranging from computer sales to stock trading, are being thrown into chaos as consumers and businesses shift buying patterns to take advantage of the convenience and cost savings that are available over the Web. For companies, the pressing need to continually create new, different, better products to stay one step ahead of the competition defines the new reality of business today, the world of Hyperwars. To stay afloat, business managers need practical guidance, and they need it fast. Drawing on extensive research and his pioneering experience in e-commerce, industry innovator Bruce Judson outlines 11 practical strategies for thriving in this hypercompetitive environment. Not just for companies selling products over the Web, *Hyperwars* explains how the Internet can and must be incorporated into all of our business operations, to do everything from cutting procurement, marketing, and communication costs to deepening customer relationships. Both a wide-ranging analysis of the massive changes the Web is bringing to all industries and a crucial, groundbreaking redefinition of business strategies, *Hyperwars* provides listeners with the essential tools they need to survive and profit in the new competitive era.

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