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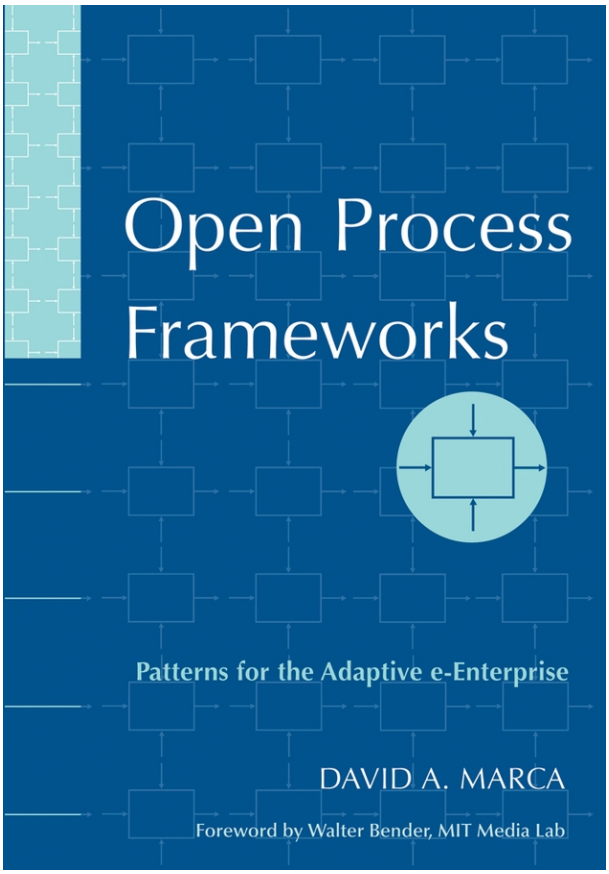


**ISBN:** 0-471-73611-2
**PAGES:** 153 (PAPER)
**PRICE:** $ 59.95 LIST

**David A. Marca** is a Lead Faculty member at the University of Phoenix, Greater Boston Campus, where he teaches Business and Technology Management courses. He is a highly regarded authority and instructor in the field of e-business. In this book, Marca views the Internet as a process medium, and by taking this view he lets us see how the Internet enables a business to readily adapt to changing forces. Marca leverages the concept of open systems to develop the concept of open processes, which provides a conceptual framework to describe the structure of a business. This allows an e-business owner to describe how the company operates in terms of building blocks which support adaptable and optimized Internet-based solutions.

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