



***E-Volve-or-Die.com* by Mitchell Levy**

New Riders Publishing, December 2000.

Trade Paperback, 272 pages.

ISBN: 0735710287

Ordering information:

Amazon.com, | Amazon.co.uk



E-Volve-or-Die.com covers the concept of ecommerce management, and guides readers through different phases of building a web business. Part One of the book covers transformation, including ecommerce thinking and identifying new business models. Part Two covers the deployment phase and includes business planning, customer relationships and the importance of content, global presence and outsourcing options. Part Three is focused on how to maintain momentum, with chapters on managing customer service, organizational issues, Internet marketing and legal issues. Part Four is about the future, and addresses the shifting markets going into the future as well as managing change. Each chapter in the book includes a helpful summary of the chapter's E-Volutionary Tactics or major points. The text also includes interviews with leaders of well-known technology and dot-com companies including Michael Silton, CEO, Rainmaker Systems, Inc. Alfred Chuang, Founder, President, and Chief Operations Officer, BEA Systems, Inc. Peter Neupert, President and CEO, drugstore.com, inc. Rob Wrubel, CEO, Ask Jeeves, Inc. and Rick Steele, President and CEO, kinkos.com.

Author Mitchell Levy, the president of ECNow.com, an Internet consulting and marketing firm, has been through the development phases of ecommerce companies many times with different corporations and start-ups. Levy provides readers a complete picture of starting an online business and developing Internet strategies for an offline business. Some of Levy's focal points include the importance of customers, how customers relationships are different online and the importance of content. Levy also covers partnerships, planning, outsourcing, marketing and legal issues. The case studies of ecommerce projects for UPS, Office Depot and Cardinal Health are also extremely enlightening. *E-Volve-or-Die.com* is an excellent introduction to the concepts and techniques of content management and ecommerce.