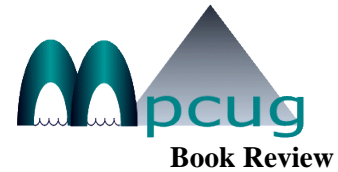


E–Volve–or–Die.com



Do you recall whether any publisher released a book on how to make money in lighter–than–air travel in the weeks after the Hindenburg disaster? Such a book may or may not have appeared. If it did, it was a precursor to Mitchell Levy’s E–Volve–or–Die.com.

Although published under a 2001 copyright, Levy’s word doubtless was in production at the peak of the silicon boom. It simply arrived too late. With the possible exception of a few hardy individuals who were vacationing on Mars, the world is aware that the Internet bubble burst late in 2000.

This doesn’t mean that there’s no merit in Levy’s work. A great deal of what he has to say will be of value to those who lead the inevitable Internet business rebound. At the moment, however, Internet businesses are shrinking rather than growing. And few brave souls are attempting

to launch new e–commerce ventures.

Even as this is written [in February 2001], Dell, amazon.com and other electronic merchants are reducing work forces and otherwise retrenching to ride out the collapse in Internet business securities and what may become the nation’s first recession in a decade. Whether or not related, these events doubtless will discourage expansion in Internet–based businesses for some little time.

When memories of today’s conditions dim, Levy’s work may point the way toward a new Internet–based economy. In the interim, those who are not discouraged by the title will find that E–Volve–or–Die.com embodies many concepts that are as applicable in traditional brick–and–mortar businesses as they are in “the new economy.”

The transition from the business

community’s traditional value chain to the “value web” business model that Levy proposes already is in progress. “Partnering” has become a common strategy across the business spectrum.

Much of what Levy otherwise offers also has already been adopted by large parts of the business community. Rethinking the nature of the enterprise; focusing on the customer; content–centric web sites; sensitivity to globalization; and outsourcing are common practices. The Internet continues to evolve, and the economy continues to change.

The primary thrust of his message: make the most of it. That’s not poor advice under any conditions.

www.newriders.com

E–Volve–or–Die.com by Mitchell Levy. New Riders. 2001. \$30.