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## E-Volve-or-Die.com: Thriving in the Internet Age through E-Commerce Management

Mitchell Levy Teaches Success and Survival In The E-Commerce World – New Riders' author tells businesses to "E-Volve or Die"

New Riders' release of *E-Volve-or-Die.com: Thriving in the Internet Age through E-Commerce Management*, marks a departure from the multitude of e-commerce titles on shelves today. The book aims to educate a much wider audience than those involved in e-commerce, rather it seeks to serve as a resource for any one in the world wanting to thrive in this digital age. Levy, who is president of ECnow.com, an e-commerce management (ECM) consulting firm helping start-up, medium and large companies transition from the industrial to the Internet age, uses the book to teach his readers not only how to learn planning and deployment, but how to maintain what you deploy and evolve business operations for now and well into the future.

Levy's approach teaches readers in four sections: The New E-conomy, Deploying E-Commerce, Maintaining Momentum, and E-Volving the Future. The purpose of Part One is to stimulate a new way of looking at how business is done, resulting from the adoption of the Internet. Traditional business models are compared to e-commerce business models, in the context of the entire product life cycle. Part Two addresses the major components of continually deploying e-commerce within an enterprise. Part Three provides instruction for when a company is fully engaged in e-commerce and the evolving needs for the right strategy, processes, and procedures for managing and maintaining the new venture. Part Four is about evolution and is an overview for companies as they plan for the dynamic future of e-commerce. It advises companies to pay attention to internal and worldwide e-commerce developments and reminds us that it will be necessary to quickly adapt organizations and systems to keep pace.

Each chapter of the book will be based on the body of knowledge the author uses in his presentations to companies on developing strategies for harvesting the power of the Internet.

Levy is the founder and program coordinator for the San Jose State University

Professional Development's (SJSU–PD) ECM Certificate Program ([www.ecmtraining.com/sjsu](http://www.ecmtraining.com/sjsu)). He also speaks at conferences (including Comdex, Miller Freeman's Web Design and Development, Thunderlizard's Web Design, DCI's Internet Expo, CommerceNet's Annual Conferences, C/Net's Web Builder, plus other Silicon Valley based and individual client events worldwide). Levy will also use content provided from interviews with individuals who possess special expertise in ECM topics, including representatives from Cisco Systems, Office Depot, UPS, Cardinal Health, Kinkos.com, American Express, Vignette, Garden.com, Egghead, VerticalNet, Ventro, Navisite, CommerceNet, TrustE and Globalsight.com. A total of fourteen forewords have been contributed to the book from corporate executives with Target Marketing, Ask Jeeves, Inc., drugstore.com, WineShopper.com, kinkos.com and Blue Martini Software, to name a few.

Prior to forming his current enterprise, Mitchell managed the e-commerce component of Sun Microsystems' \$3.5 billion supply chain, developed the e-commerce strategy for Bay Networks, and was involved in the e-commerce efforts on both the buy and sell side of several companies.

Complete information on E–Volve–or–Die.com: Thriving in the Internet Age through E–Commerce Management, can be found at:  
<http://www.E–Volve–or–Die.com>

The site contains information about the book, a Table of Contents, Biographies for, and Quotes from, Contributors, Case Studies, Press Information and the process for obtaining Review Copies.

**Title of book:**

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Mitchell Levy

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