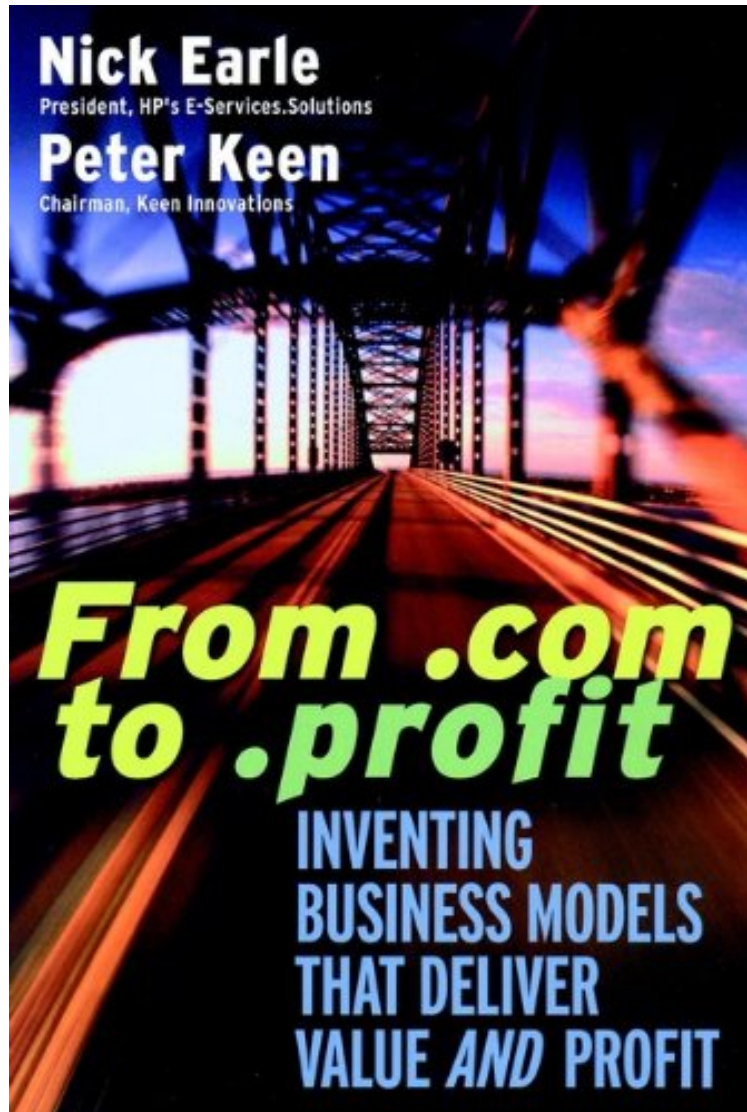


(Download free ebook) From .com to .profit: Inventing Business Models That Deliver Value AND Profit

## From .com to .profit: Inventing Business Models That Deliver Value AND Profit

*Nick Earle, Peter G. W. Keen*  
*ePub | \*DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#4092680 in eBooks 2007-07-23 2007-07-23 File Name: B000PY3Z9O | File size: 48.Mb

**Nick Earle, Peter G. W. Keen : From .com to .profit: Inventing Business Models That Deliver Value AND Profit** before purchasing it in order to gage whether or not it would be worth my time, and all praised From .com to .profit: Inventing Business Models That Deliver Value AND Profit:

44 of 49 people found the following review helpful. Solid Introduction to Creating E-Business ModelsBy Donald MitchellThe authors tell us that the purpose of the book is to answer this question: "What can business do -- and do now -- to set priorities and competitive direction for being on the Web so as to provide value to customers and

generate profits at the same time?" In answering this question, they have a point of view. "It's not transactions or price that create the value that gets customers coming back to a seller. It's relationships, collaboration, and community." This book is for people who have not thought about what elements must be present in an e-business model in order to ensure profitability, sustainability, and success. If your company is starting its first e-business initiative, this book could save you some lost time and money. If you have done this thinking, chances are that you will not learn much from this book. I found no concepts that I had not read in at least 5 other books about e-business success. The microeconomic analysis of creating a profitable business over time was also incomplete in that it did not pay enough attention to the role of speeding up progress, reducing start-up losses, and creating permanent advantages. I graded the book down one star for these missing elements. The book focuses on six areas for progress (value drivers, in the parlance of the book), and provides an imperative for each: 1. Relationships (cultivate your long-term customer relationships) 2. Logistics (perfect your logistics) 3. Branding (build a power brand) 4. Channels (harmonize your channels on behalf of the customer) 5. Intermediaries (become a value-adding intermediary or use one) 6. Financial Dynamics (transform your capital and cost situations) Each value driver and imperative is detailed with check lists to consider and useful, contemporary examples that you can check on on the Web for yourself. A weakness of the book is that it pushes a bit too hard on the idea of building relationships as the primary way to create profit. Certainly, relationships will always be important, but I suspect that most successes in the future will be built on superior, trustworthy service rather than on relationships per se. The book is also too quick to abandon being the low-cost provider of superior products and services as a valid, broadly-available business model. With specialization, many will be able to achieve that. Further, the book is not imaginative enough in thinking of new ways to add value to customers that cannot be done except on-line. On the other hand, it is the best book I have read for explaining the importance of having a carefully considered e-business model, and providing a structure for examining the options. In the final chapter, the authors look at new trends in technology (especially wireless applications) that will affect how you help customers. The authors have excellent credentials. Nick Earle is the head of HP's E-Services Solutions group, and Peter Keen has written widely on business and the Internet. The final chapter also draws on the thinking of Rajiv Gupta, general manager of HP's E-Speech operation. The quality of their backgrounds show in the clear articulation of their points of view and the examples they choose. After you finish this book, ask yourself the question of how you can create advantages for your business that customers feel are very important and can never be overcome by competitors. And don't limit yourself to on-line solutions to get there. When you come up with a solution, you'll be off to a good start in creating a superior business model. 5 of 5 people found the following review helpful. Good discussion of eBusiness By Louis Reed Dot-profit provides a good review of the economics and fundamentals of electronic commerce. This is particularly needed given the state of the market. While the book is good for understanding the sources of value and benefit found in eCommerce. The book while strong on rationale does not provide enough detail to implement. I like Peter's books so I read his other books on eCommerce. I found the eProcess Edge out at about the same time as a good reference for building what it takes to move from dot-com to dot-profit. Reading both has given me the high level business strategy and the business operations requirements needed to act on the advice. 0 of 0 people found the following review helpful. Superb 'State of the Web' Address! By Roger Peter Marec First off, the authors' credentials are amazing. Nick Earle has been profiled by Fortune Magazine as "HP's New E-vangelist." Peter Keen was named by Information Week as one of the top 10 consultants in the world! That said, this book delivers. If you are looking for small profits, this book is not for you. It cuts straight to the chase and delivers the goods on becoming an intermediary or using one effectively. They treat this huge subject with practical advice and business philosophy. This is the best book I have found that seems to truly identify the direction the Web is going. Five Stars

Until now, all it's taken to build a successful e-business is the right technology. An online storefront goes up and a company's market capitalization goes through the roof, despite low sales and no profits. But now the race to get online is over. As the new economy rapidly becomes the only economy, Internet companies must learn how to create sustainable value if they're going to survive. This book provides the solid business basics companies need to move from the old era of .com to the next era of .profit. Nick Earle, the driving force behind Hewlett-Packard's worldwide Internet strategy, and Peter Keen, a visionary in the world of business and technology, have been anticipating online trends and communicating them to managers for over twenty years. Here they team up to forecast the future of Internet commerce and to lay out the six key imperatives that will determine the difference between successful and unsuccessful e-business in the coming decade. Earle and Keen show managers how to perfect the logistics, cement the relationships, build the brands, transform the capital and cost structures, harmonize the sales channels, and provide the services that are crucial to delivering both value and profits on the Web. Using examples from HP and other top companies around the world, the authors go beyond Internet hype to lay out strategic action in the key areas of technology, finance, and marketing. In the process, they provide all the useful information, timely insights, and practical advice managers need to build business plans for the new economy that really work.

From Publishers Weekly Early on in their timely book about ways to structure e-businesses, the authors succinctly

present their argument: ".com is about being open for business on the Web. Profit is about making money as a business on the Web. And they are not the same thing." While thousands of struggling Internet startups are learning this lesson the hard way, Earle and Keen (president of Hewlett-Packard's E-Services.solutions and a technology consultant and coauthor of The E-Process Edge, respectively) are in a good position to help entrepreneurs fuse the two concepts. Being on the Web, they argue, is no longer an objective; it is the requirement for business. The real goal today is to create a business model that makes sense. To do that, the authors have identified six "value drivers," factors that create and sustain a relationship with the customer. The secret is to pick the ones that make sense for you, then implement them. To their credit, the authors devote the second half of their book to showing how the drivers work in practice, although their attempt to cover six discrete areas doesn't allow them to go into much depth about strategies that have worked for other firms. Still, with just about every Internet business battling to become profitable, this book should find an attentive audience. (Sept.) Copyright 2000 Reed Business Information, Inc. "Earle and Keen's timing could not be better. Investors have clearly called out for e-commerce companies to move beyond business models to business realities. This book focuses on critical drivers for making that transition and gives a wealth of examples that bring home its points. This is an important book that can help migrate e-businesses from the list of 'first movers' to the list of 'first provers.'" --Geoffrey Moore, chairman, The Chasm Group "Don't even try to raise capital until you've read and incorporated the ideas in this book into your startup." --Guy Kawasaki, CEO, Garage.com "Nick Earle and Peter Keen provide an accurate and compelling overview of the current e-business turmoil and landscape. From .com to .profit defines the current struggles companies face and offers candid insights on how to create the right Internet business model to achieve profitability." --Patty Seybold, CEO, The Patricia Seybold Group; author, Customers.com "Earle and Keen's timing could not be better. Investors have clearly called out for e-commerce companies to move beyond business models to business realities. This book focuses on critical drivers for making that transition and gives a wealth of examples that bring home its points. This is an important book that can help migrate e-businesses from the list of 'first movers' to the list of 'first provers.'" --Geoffrey Moore, chairman, The Chasm Group "Don't even try to raise capital until you've read and incorporated the ideas in this book into your startup." --Guy Kawasaki, CEO, Garage.com "Nick Earle and Peter Keen provide an accurate and compelling overview of the current e-business turmoil and landscape. From .com to .profit defines the current struggles companies face and offers candid insights on how to create the right Internet business model to achieve profitability." --Patty Seybold, CEO, The Patricia Seybold Group; author, Customers.com