

图书基本信息

书名：<<Global E-Commerce Strategies for Small Business小企业的全球电子商务策略>>

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内容概要

“ If the owners of small companies do not think globally , they may not be prepared when one of their local or international competitors begins to encroach on their local markets.

” Moreover , continues Eduardo da Costa in *Global E-Commerce Strategies for Small Businesses* , even those small businesses that are not necessarily geared to exporting can benefit from e-commerce.

Presenting seven success stories of small businesses that have become international operators , da Costa , a visiting scholar at Harvard and president of two small businesses , offers business leaders a range of practical , valuable information on maximizing the wave of the future that ' s easy to absorb and to use.

Da Costa , a visiting scholar at Harvard University , heads a Boston consulting firm and a business incubator.

Challenging a common assumption that the global economy is the province only of large corporations , he argues that the Internet has opened unprecedented business opportunities for smaller enterprises.

He uses seven companies located variously in Ireland , Brazil , Singapore , Italy , Belgium , and the U.S. as examples to illustrate his claim.

He also statistically documents the role of small and medium-sized enterprises (SMEs) in creating jobs , contributing to regional economic growth , and spurring innovation.

Da Costa then lays out the steps for setting up a global business.

He covers the purchasing process and customer service , explains how to research business opportunities and markets , recommends ways to utilize the Internet and other information technology , and suggests solutions for overcoming the main obstacles to international trade faced by small companies.

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