Brief contents

	Preface	,
	About the authors	X
	Acknowledgements	XX
	Publisher's acknowledgements	XX
Part	Introduction	1
	1 Introduction to digital business	
	2 Opportunity analysis for digital business and e-commerce	
	3 Managing digital business infrastructure	
	4 Key issues in the digital environment	1
Part 2	Strategy and applications	177
	5 Digital business strategy	1
	6 Supply chain and demand	2
	7 Digital marketing	3
	8 Customer relationship management	3
Part 3	Implementation	449
	9 Customer experience and service design	4
	10 Managing digital business transformation and growth hacking	5
	Glossary	6
	Index	6