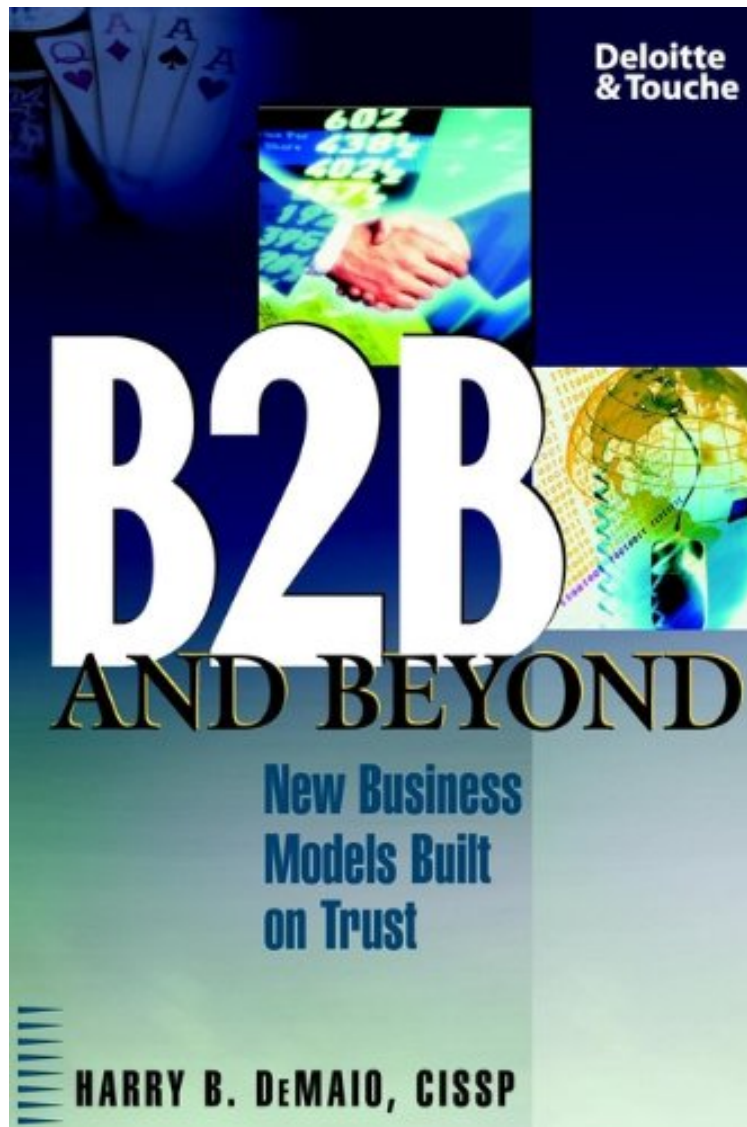


(Free and download) B2B and Beyond: New Business Models Built on Trust

B2B and Beyond: New Business Models Built on Trust

Harry B. DeMaio

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Harry B. DeMaio : B2B and Beyond: New Business Models Built on Trust before purchasing it in order to gauge whether or not it would be worth my time, and all praised B2B and Beyond: New Business Models Built on Trust:

0 of 0 people found the following review helpful. Terrific primer on a complicated subjectBy A CustomerI just finished reading this book and recommend it enthusiastically to anybody interested in how B2Bs and extended enterprises must work in the future. The book is broken down into 3 parts: Part 1 explains how B2Bs interact and how trust plays a critical role, Part 2 discusses the concept of e-Trust and business processes by industry, and Part 3 discusses e-infrastructure, security, and controls on a more technical level. Overall, the author manages to provide

clear and comprehensive coverage on an extremely challenging, constantly evolving subject.

A groundbreaking guide to forging trusting, mutually beneficial B2B relationships. Companies that have entered into B2B alliances may simultaneously be one and another's customers, suppliers, allies, and competitors. But in today's turbo-charged e-environment, how do companies take full advantage of the many benefits of B2B alliances while avoiding the obvious dangers of allowing potential competitors intimate access to their value chains? In this groundbreaking book Harry DeMaio, Director of Deloitte Touche's renowned Enterprise Risk Service Practice, answers that question with the revolutionary concept of E-Trust, a proven strategy based on fostering business relationships based on mutual self-interest and trust. Writing for managers and corporate decision-makers, DeMaio explains the current state of B2B in an approachable, entertaining fashion, making difficult concepts easy to grasp. He demonstrates the critical role that trust, privacy, and security issues play in the B2B environment and provides guidance on how companies in various industries engaged in B2B relationships must address their varying security and privacy needs. Harry DeMaio (Cincinnati, OH) is Director of Deloitte Touche's Enterprise Risk Service Practice.

"After all, it deals with complex new business models and Internet communications. But the author helps this strong medicine go down by serving up a few spoonfuls of sugar in the form of clever fables, funny one-liners, and this reviewer's personal favorite: a laminated card that contains all of the books acronyms and catch-phrases." (Business Finance, Jan 02) From the Inside Flap Despite the shakeout among hotshot dot.coms, the Network Economy is here to stay. A well-planned, comprehensively designed, carefully executed, and conscientiously controlled transition into full-scale B2B (and B2B2C) is an absolute necessity if your business hopes to move forward. This book is designed to help you accomplish that transition successfully. E-Trust requires four critical factors: reciprocity among the business entities involved; clarity of each member's responsibilities and liability; demonstration of security capabilities; and standardization of processes, interfaces, and technologies. Today's turbulent, turbocharged Network Economy necessitates an unprecedented degree of interaction, transaction, and collaboration-what some call "co-opetition"-between members of your value chain. Two or more business entities may simultaneously be each other's customer, supplier, ally, and competitor in transactions that are multidirectional, high-speed, and global. At the crux of these complex, high-pressure new relationships must be trust. In a world where price-bots and mouse clicks make hash of old B-school-style pricing strategies, how do you capture brand differentiation and buyer loyalty? The most powerful new enablers for successful branding, sustained differentiation, and customer loyalty at both the consumer and business levels are Quality, Service, and Trust. Maintaining the highest level of Quality, Service, and Trust is not just the high-ground option for the select few. It is an absolutely necessary strategy for market survival. B2B and Beyond: New Business Models Built on Trust is a guide to building e-Trust while maintaining the level of security and control your organization needs to compete. Written by enterprise security expert Harry DeMaio with contributions from leading consultants at Deloitte Touche, it gives you a clear vision of the challenges of B2B and how they will change the way you do business today and strategize for tomorrow. While building e-Trust is the price of staying in the game, DeMaio shows you how to do it without exposing your corporate throat to the wolf pack. He explains: * The key B2B variants * How to manage and prosper in a sea of partnerships and alliances * Whom to trust and why * What trust tools and procedures you need * How much is enough security? * What skills and management structures you need Presenting proven solutions and approaches, B2B and Beyond offers a clear, readable, concise view of what it takes to carry off a trustworthy e-business that successfully balances trust, security, and control. From the Back Cover In a rapidly moving Network Economy, you need new models and strategies to succeed. As competition gives way to "co-opetition"; as business entities find themselves each other's customers, suppliers, allies, and competitors simultaneously; and as Internet price-bots send your B-school pricing strategies the way of the typewriter, how do you win in e-business? Quality, Service, and Trust are emerging as the most powerful new enablers for successful branding, sustained differentiation, and customer loyalty, both at the consumer and the business level. Clearly and concisely, B2B and Beyond: New Business Models Built on Trust explains just how to build an "e-Trust" business that flourishes on quality, service, and trust, and leverages new and existing technologies to interact, transact, and collaborate with members of your organization's entire value chain. Arming you with a thorough understanding of security, controls, business processes, technology functions, and the development of collaborative trusting relationships, this visionary guide leads you to an e-Trust strategy that works in the Network Economy. "B2B and Beyond challenges business and technology executives to embrace e-Business as critical to the survival and growth of their enterprises-and provides cogent assurance that they can do so without relinquishing security and control. DeMaio builds a compelling case for a new model of electronic trust (e-Trust), based on acceptance of mutual dependence and implementation of processes and technologies to manage the risks inherent in dissolving enterprise boundaries. Grounded in DeMaio's years of experience as a business and information security practitioner and consultant, and laced with analogies, fables, and real-world examples from a range of industries, B2B and Beyond provides a philosophical framework, high-level technical background, and practical implementation guidance."-Claire Hoyum,

Assistant Vice President of Information Security St. Paul Companies, Inc.