



Beyond the Hype: E-Business Strategy in Leading European Companies

By Roel Pieper, Vincent Kouwenhoven, Siete Hamminga, Roel Pieper, Vincent Kouwenhoven, Siete Hamminga

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In this examination of the current state of business technology, two successful e-businessmen combine interviews of 20 captains of European industry regarding their visions of the future of e-business with their own insights, providing inside information on Internet hype as well as ideas for future strategies. Topics covered include e-governance, new economy valuation, budgeting, and innovation strategy. A discussion of the business world's initial responses in the aftermath of the events of September 11 is also included.

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Editorial Review

About the Author

Roel Pieper is professor of electronic commerce at the University of Twente, Netherlands, and founder and managing director of Favonius Ventures. Vincent Kouwenhoven is founder and president of eVentures, a consulting and venturing company dedicated to developing e-business applications for and with such companies as Ericsson and Procter & Gamble. Siete Hamminga works with eVentures.

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