

The eMarketplace: Strategies for Success in B2B eCommerce

Wayne Raisch

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Wayne Raisch : The eMarketplace: Strategies for Success in B2B eCommerce before purchasing it in order to gauge whether or not it would be worth my time, and all praised The eMarketplace: Strategies for Success in B2B eCommerce:

2 of 3 people found the following review helpful. A "Must Add" To Your Collection By Gee Whiz Over the years, the Peppers and Rogers duo have made an outstanding contribution to the field of marketing and the process of developing relationships with customers. "One to One B2B" is another installment. This well-written book builds on their earlier works and does a great deal to define in a tangible fashion the new "customer relationship mentality" that is so

essential for all organizations to consider in today's real economy. The book is thought provoking and stimulating. It is evident the authors who have pioneered the bulk of the original thinking and philosophy underlying customer relationship management want to share their compelling philosophy. They are very convincing in citing the numerous advantages that accrue to those who embrace their approach to winning and retaining customers. And, this book seems to be committed to showing a straightforward, direct blueprint for implementation. The first chapters constitute a worthwhile review of well established, familiar concepts, but they also offer some different slants that are extremely valuable supplements. The authors, in the spirit of the "learning relationship", revise and modify to incorporate the most recent developments in the field. The updates and refinements are definitely added value. The middle five chapters are central to the book's mission. Here the reader experiences very detailed coverage of companies and organizations that have adopted the "one to one" way of doing business. This section of the book provides this detailed description in case study format illustrating the steps of implementation and explaining the benefits associated with each implementation phase. New concepts such as a "customer touch map" are very worthwhile additions to the CRM arsenal. The chapters cover a broad range of case studies including such diverse applications as Dell Computer and LifeWay Christian Resources. All of this makes for a very rewarding reading experience. And, in keeping with their well established literary character, Peppers and Rogers have an eye to the future that they share with the reader. For example, they don't shy away from offering advice to Dell on future direction in light of the challenges posed by the current environment. And, they take time to weigh the eventual impact of a B2B world that is rapidly extending its scope, offering assessments from their very informed perspectives. As an academician who has spent considerable time studying the CRM movement and consulting with companies that embrace the same, this book definitely offers value and is a must for anyone that is committed to the idea of cultivating and preserving customer relationships.

2 of 2 people found the following review helpful. Good, current overview
By GP
This book provides considerable information about the current state of B2B marketplaces. The book is not particularly well-edited and the same information is repeated in several places. The book could easily have been published at one-half its length and provided the same information. Raisch presents a four-level model of the evolution of B2B markets, Order Management, Business Community Integrators, e-Marketplaces, and Value Trust Networks. Although he talks about the last two quite a bit (especially Value Trust Networks), he never really defines them or gives good examples. He talks about what they might accomplish, but never gives the reader an idea of what they look like or what they will look like. Aside from these negatives, the book does provide an excellent overview of the current state of B2B and a good analysis of where it might be headed.

6 of 6 people found the following review helpful. Great B2B reference for 2001
By MissRe
This book is packed with information about the current state of B2B marketplaces. Raisch presents an evolutionary model of B2B markets. There are a large amount of errors and repetitive information. One could complain or be grateful that the book is interesting enough to overlook its shortcomings. The structure of the book and content are definitely worth these errors. This book is a good overview of B2B marketplaces from today's view. One could call it the B2B eCommerce "Bible" since it is presented more as a reference than an analysis. There is not a good indication of where some companies he references will be in the near future.

One trillion dollars. That's what's at stake in the next few years in business-to-business e-commerce. Research shows that b-to-b spending will soar from \$43 billion to over \$1 trillion. Meanwhile, in the same span of time, business-to-consumer spending is expected to rise from \$7.8 to only \$108 billion. That's what's in the future for business-to-business electronic commerce, and companies like eSteel and PlasticsNet are already halfway there. Look no further than this comprehensive guide from two of the most respected professionals in the b-to-b realm. In this book MarchFIRST's Warren Raisch and William Kane, Jr., show readers exactly how to cash in on the e-commerce craze. Drawing from their experience at MarchFIRST, one of the leading Internet b-to-b strategy companies, the authors outline strategies for making your product known. Invaluable case studies of companies who've already taken the plunge help readers construct reliable methods and models of operation.

"Entrepreneurs of the 21st century need actionable strategies for e-business especially from industry leaders who have run the gauntlet and succeeded." -- John Jaquette, Director Entrepreneurship Personal Enterprise Program, Cornell University
"...At W.R. Hambrecht we see the principles outlined in this book put into practice everyday." -- William R. Hambrecht, CEO, W.R. Hambrecht Co
"...Raisch has produced a must-read for anyone who is either developing or taking part in an electronic marketplace." -- Andy Zimmerman, Chief Operating Officer, Idealab! New York
"This book explores the changing business dynamics...that will interconnect individuals, organizations, and entire industries." -- From the Foreword by Gideon Gartner, Founder of Gartner Group and Giga Group
From the Back Cover
Experts project that more than one trillion dollars in business to business spending will pass through global digital markets in the next few years. This presents both a significant opportunity and a challenge to all who plan to conduct businesses in the new economy. Welcome to the future; welcome to the eMarketplace. Effective business models in the new economy merge digital and physical transactions to form a seamless whole. Simply put, the successful companies will be those that capitalize fully on the technology that makes it possible to conduct

business electronically, instantly, and more efficiently; without sacrificing the important element of human interaction. The eMarketplace is a practical, much-needed guide to this rapidly evolving industry. In clear, jargon-free language, the book presents an overview of the business dynamics behind the current and emerging digital marketplace, as well as the key market data, terminology, and business model definitions needed to chart the opportunities ahead. Drawing from their extensive experience, Warren Raisch and William Kane, Jr. outline the three key areas of evolution that will change business dramatically and provide a wealth of expertise, practical advice, tips and strategies. This essential resource includes chapters on: Understanding the ebusiness infrastructure Developing an effective e-team Forming strategic alliances Designing content strategies Taking business global Building value into the supply chain Creating a high growth organization Developing a sustainable, profitable business model The eMarketplace is also filled with enlightening case studies of successful and flawed business-to-business e-commerce models. Additionally, sharing their thoughts and perspectives on the new economy, commerce flow, knowledge exchanges, and infrastructure, are top visionary leaders of the Internet Age such as Keith Krach, CEO of Ariba; Mark Hoffman, Chairman and CEO of Commerce One; and Gideon Gartner, founder of Gartner Group and Giga Group. The industry moves at the speed of the Internet. In order to succeed, it is necessary to not just keep up with the latest developments, but stay one step ahead. This book is a must-read for anyone who wants to succeed in the next generation of e-business. "As a leading financial services firm committed to using the Internet and auction processes to provide more open and accessible markets, at W.R. Hambrecht we see the principles outlined in this book put into practice everyday." William R. Hambrecht CEO, W.R. Hambrecht Co "By bringing together the lessons of successful web communities, a first-hand familiarity with technology platforms, and insight into marketplace economics, Raisch has produced a must-read for anyone who is either developing or taking part in an electronic marketplace." Andy Zimmerman Chief Operating Officer idealab! New York As high-tech as the world becomes, the need for human interaction is still a crucial element to all business. The eMarketplace shows how to incorporate the latest technology, and still maintain that crucial element of humanity. Filled with case studies, expert advice and an invaluable 11-step business planning process for developing your own e-commerce strategies, this book is the definitive resource for the ever-evolving eMarketplace. About the Author Warren D. Raisch (CA) is the Executive Director of ebusiness for marchFIRST, the largest global ebusiness solutions company. As the founder and CEO of WorldCast Networks, Inc., he developed the first online B2B trading exchange floor for the IT market. Mr. Raisch has spent more than 20 years working with leading companies, including Apple Computer, 3Com Corporation, Gateway Computer and other providing innovative leadership and applying advanced technologies to real world business models.