



# Hyperwars: 11 Strategies For Survival and Profit In the Era of Online Business

*Kate Kelly, Bruce Judson*

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The effects of the online revolution are being felt far beyond Silicon Valley, and now all businesses -- from start-ups to established companies -- face "survival of the fittest." A company or product can be an industry leader one moment and obsolete six months later. Entire industries, ranging from computer sales to stock trading, are being thrown into chaos as consumers and businesses shift buying patterns to take advantage of the convenience and cost savings that are available over the Web.

For companies, this pressing need to continually create new, different, better products to stay one step ahead of the competition defines the new reality of business today, the world of "HyperWars." To stay afloat, business managers need practical guidance, and they need it fast. Drawing on extensive research and his pioneering experience in e-commerce, industry innovator Bruce Judson outlines eleven practical strategies for thriving in this hypercompetitive environment. Including "Use the Internet as the World's Most Sophisticated Telephone" and "The Magic in 'Free,'" these visionary strategies are illustrated with hundreds of examples of Internet initiatives real companies -- from pool suppliers to major businesses like Cisco and Chrysler -- are implementing today. Not just for companies selling products over the Web, *HyperWars* explains how the Internet can and must be incorporated into all of a business's operations, to do everything from cutting procurement, marketing, and communication costs to deepening customer relationships. Both a wide-ranging analysis of the massive changes the Web is bringing to all industries and a crucial, groundbreaking redefinition of business strategies, *HyperWars* provides readers with the essential tools they need to survive and profit in the new competitive era.

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