

Information technology for small business: managing the digital enterprise

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Abstrak

This book shows these SMEs new technology trends that can transform the nature of their operations both in an evolutionary business path and through revolutionary opportunities. Information technology for small business : managing the digital enterprise applied correctly to small and medium business can be used as a strategic tool to reach growth and profit goals for the SMEs competing in a very dynamic and global marketplace. Examples include : identifying ways that IT can be used to develop strong relationships with customers and suppliers, and how to select the best technologies for business needs.