



The M-Bomb - Riding The Multi-Channel Whirlwing

By WEBB, Geoff

U.K / Capstone, United Kingdom, 2001. Soft cover. Book Condition: New. No Jacket. The author brings his huge experience at the sharp-end to offer a comprehensive guide for both new and old economy businesses to help them survive the M-Bomb and thrive in the world to come. Winning companies must reorganise themselves to successfully manage clicks, bricks and other tricks smoothly and profitably. Customers will expect to be served in any way they choose - at no extra charge. With examples from financial services, manufacturing, retail, telecoms and food. A 1st edition paperback, in new condition. (194 pages & 17 pages of introduction).



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