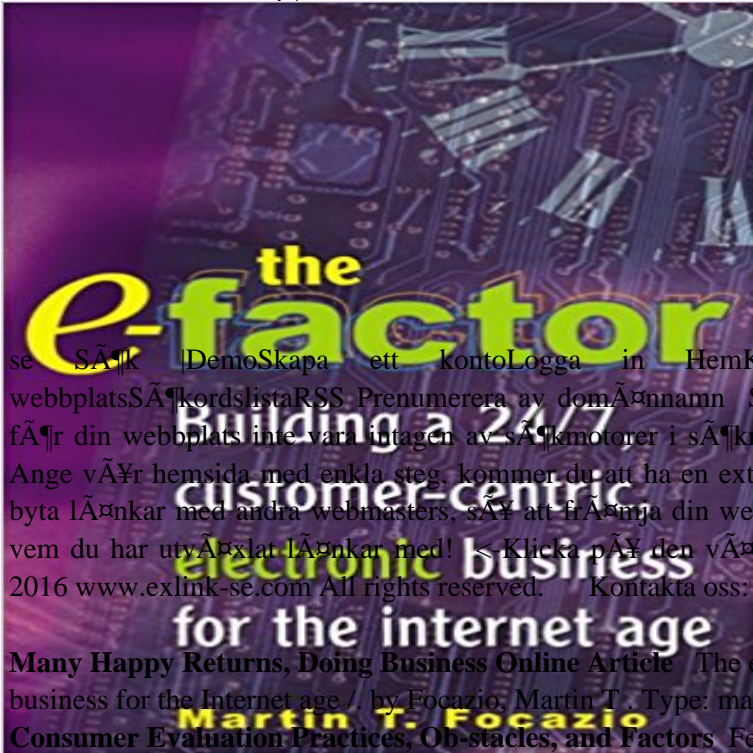


The E-Factor: Building a 24/7, Customer-Centric, Electronic Business for the Internet Age



This text examines the impact of Web technology on traditional business operations, and it explains how to weave interactivity and a customer-centric focus into all aspects of a company.

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