



Strategies for e-business Success

By Erik Brynjolfsson, Glen L. Urban, Erik Brynjolfsson

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Introduction. SME strategies for success. Financing evolving needs. Supportive business and regulatory environment. Conclusions and recommendations. SME strategies for success. A global study that reveals the key drivers of success for SMEs in 2017 and beyond. Contents. SME strategies for success. SMEs are responding to uncertainty by developing effective strategies that build their competitive strengths. They are also developing strategies to build from this strength and expand into new domestic and export markets (see Fig. 2). Fig. 2: SME strategies for success. Agility. Strategies for E-Business Success offers a roadmap of the fundamental principles and tools executives need. About the Author. Erik Brynjolfsson and Glen L. Urban are codirectors of the Center for eBusiness at the Massachusetts Institute of Technology and professors at the MIT Sloan School of Business in Cambridge, Massachusetts. 2. Making Business Sense of the E-Opportunity (David Feeny). New Web technologies are offering companies unprecedented opportunities to rethink strategic business models, processes, and relationships. 3. Profits and the Internet: Seven Misconceptions (Subramanian Rangan and Ron Adner). Managers aiming to capitalize on the Internet to achieve growth need to understand the full implications of the strategies they choose.