



# Doing Business on the Internet: Opportunities and Pitfalls (Computer Supported Cooperative Work)

*Fay Sudweeks, Celia T. Romm*

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## **Doing Business on the Internet: Opportunities and Pitfalls (Computer Supported Cooperative Work)**

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An objective look at what Internet commerce can offer both the consumer and the provider. It covers three main areas of concern to business today: how to join the Internet revolution, how to manage it, and how to benefit from it. The book is primarily of interest as background reading for researchers and advanced level students in the following areas: electronic commerce, business studies, computer-mediated communication, management of information systems, project management, and organisational change. However, it will also be of interest to corporate managers involved in developing their companies'Internet-based strategies, and to anyone interested in how to buy or sell on the Net.

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