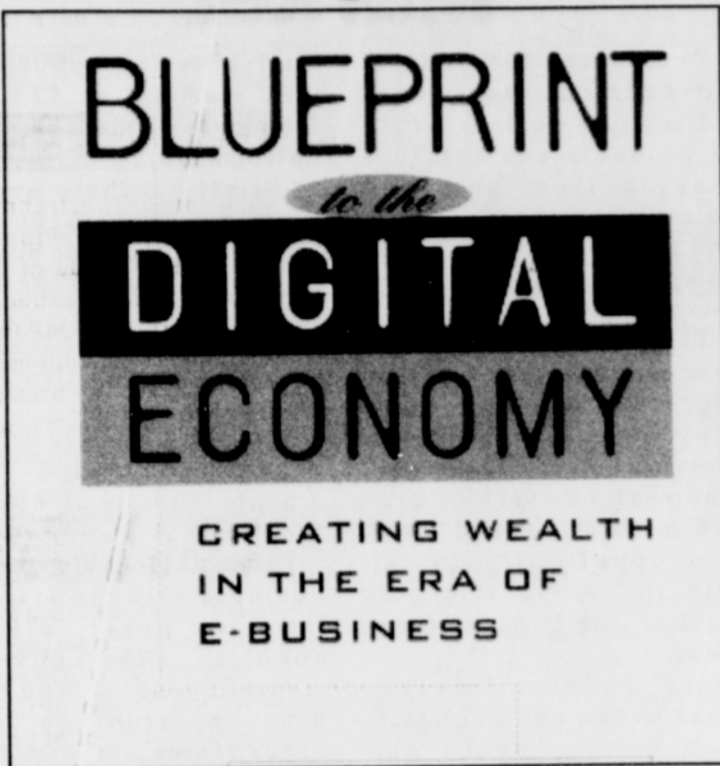




# E-BUSINESS BOOKS

## Blueprint to the Digital Economy Creating Wealth In The Era Of E-Business



McGraw-Hill; 1998  
By Don Tapscott,  
Alex Lowy and David Ticoll

Picking up where *The Digital Economy* left off, this groundbreaking new book provides a much-needed framework for understanding the digital revolution and the impact it is making on today's businesses. Based on seminal research conducted by The Alliance for Converging Technologies, which brings together over 30 world-class organizations, *Blueprint to the Digital Economy* provides important insights into the emerging digital environment and how it is changing today's workplace.

Together with executives from the world's leading technology, manufacturing, services, and government organizations, Tapscott and co-editors Alex Lowy and David Ticoll unveil the latest and most exciting

applications of network and multimedia technologies and the impact they are already having on the way we do business.

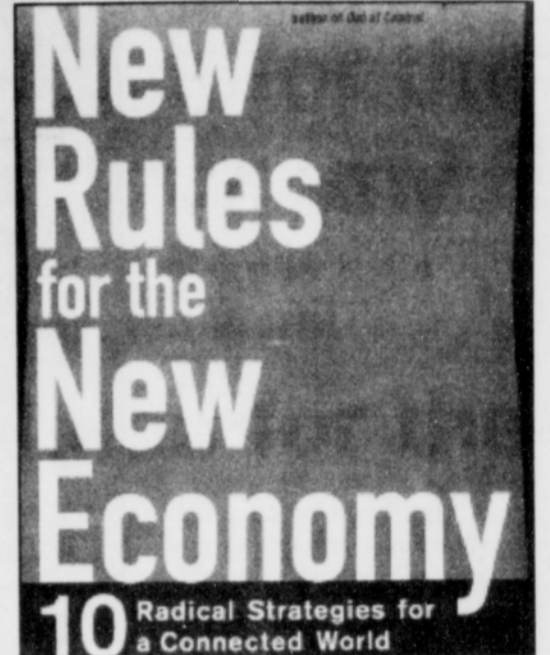
Following Tapscott's introduction, each chapter of *Blueprint* is authored by a member of the Alliance, all senior strategists and CEOs from today's most influential businesses—companies such as General Motors, Hewlett-Packard, IBM, MCI, and Nortel.

Each covers a core area of the digital revolution, such as the transformation of financial services or the use of networks to improve organizational agility. In doing so, each of these leaders presents a vision and strategy for growth into the 21<sup>st</sup> century.

*Blueprint* is sure to become a major resource for managers seeking help in responding to the tremendous changes technology is imposing on their organizations.

## New Rules for the New Economy

10 Radical Strategies for a Connected World



Viking Penguin;  
1998  
By Kevin Kelly

The old rules are broken... The current revolution in business requires nothing less than a new set of rules. Succinct and memorable, *New Rules for the New Economy* is the survival kit for the new economy.

Forget supply and demand. Forget computers. Today communication, not computation, drives change. We are rushing into a world where connectivity is everything. In this new order, success flows primarily from understanding networks, and the networks have their own rules. In *New Rules*, Kevin Kelley presents ten fundamental principles that invert the traditional wisdom of the industrial world.

For example, "Plentitude, Not Scarcity." Industrial age wisdom says value comes from scarcity. But in a network economy, value comes from abundance. Consider the "fax effect." One fax machine is worth nothing. Even a small network of fax machines is valuable. But each machine added to a fax network increases the value of all the machines on the network exponentially. The idea of plentitude is to create something that is connected to as many other products, services, and networks as possible.

And "Follow the Free." In textbook economics, supply increases if the price goes up. In the new economy, thanks to technology, supply (and quality)

increases as the price goes down. The wise strategy is to give things away to secure customer attention, then continually invent new items and services. Plain old phone service will soon be essentially free, but consumers will pay for mobile phones, call waiting, fax lines, modem lines, and caller ID blocking.

Other rules include Embrace the Swarm; Fed the Web First; Let Go at the Top; No Harmony. All Flux; and Opportunities Before Efficiencies.

*New Rules* explains why these powerful laws are already hardwired into the new economy, and how they play out in all kinds of businesses—both low and high tech—all over the world. More than just a profound overview of new economic principles, *New Rules* prescribes many clear and specific strategies for success and answers the perplexing questions all workers, from CEOs to middle managers, are asking themselves. What's happened? Why aren't the usual business strategies working anymore?

## Leveraging the New Infrastructure

Harvard Business School Press;  
1998  
By Peter Weill and Marianne Broadbent

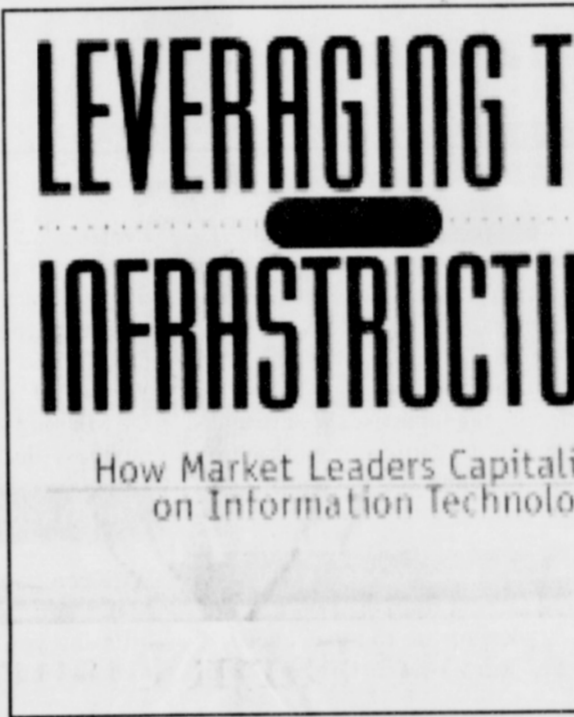
Do you think that your company's information technology (IT) infrastructure in the same way that you think about an investment portfolio: as a bundle of assets that—when selected and managed right—will generate returns on your investment? You should.

*Leveraging the New Infrastructure*, managers can take control of the decisions that many have relegated to technical staff or vendors. Managers will learn how to assess their technology purchases and to tailor their IT portfolio to their firm's unique strategic objec-

tives. This hands-on resource, complete with benchmarks and case studies, creates the common ground where corporate executives, general managers, and their technical advisors can meet, communicate their goals, and agree upon the best plan for achieving them.

Drawing upon their rigorous research with over 100 businesses in 75 firms in 9 countries, the authors present a rich and varied range of IT investment strategies that have reaped rewards for firms such as Citibank, Honda, Johnson & Johnson, Ralston Purina, the Development Bank of Singapore, and Telstra. They include proven guidelines, along with lists of essential questions that managers must

ask themselves and their IT staff to compile a competitive technology portfolio and gauge the results. For senior managers striving to link their business goals to their IT investments, *Leveraging the New Infrastructure* provides a strategic plan for making technology not just a tool, but an asset that generates measurable value.

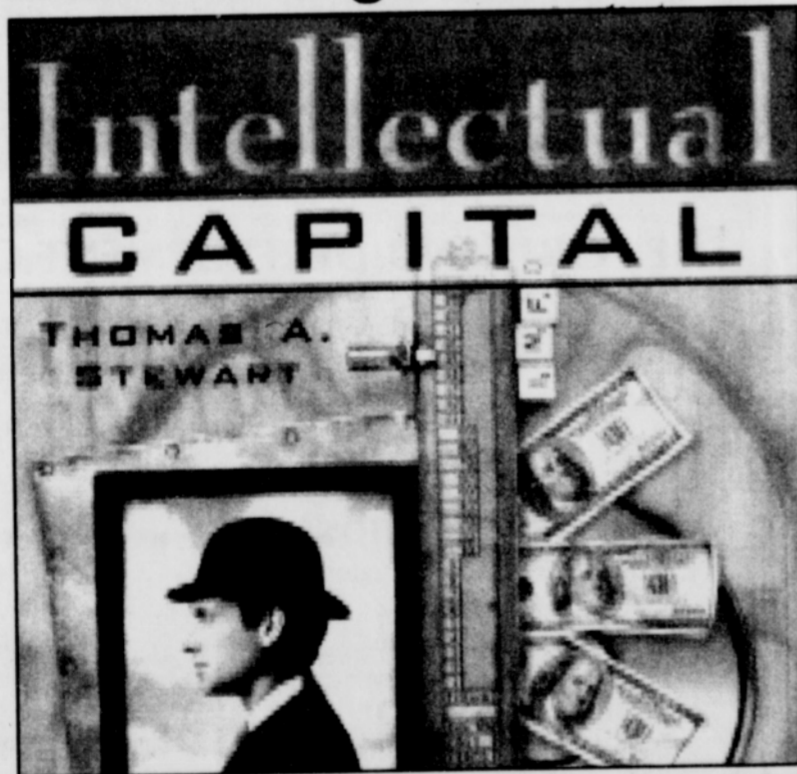


## Intellectual Capital The New Wealth of Organizations

Doubleday; 1997  
By Thomas A. Stewart

Visionary in scope, *Intellectual Capital* is the first book that shows how to turn the untapped knowledge of an organization into its greatest competitive weapon. Thomas A. Stewart demonstrates how knowledge—not natural resources, machinery, or financial capital—has become the most important factor in economic life. Through practical advice, stories, and case histories, Stewart reveals how organizations and individuals can create and use the knowledge assets they need. Dazzling in its ability to make conceptual sense of the economic revolution we are living through, this ingenious book cuts through the vague rhetoric of "paradigm shifts" to show how the Information Age economy really works.

*Intellectual Capital* should be read as if the futures of your company and your career depend on it. They do.



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