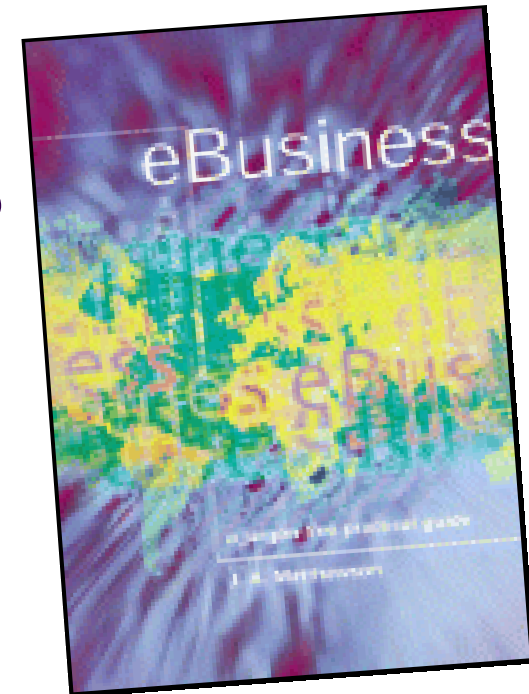


## E-business – a jargon free practical guide Digital Book Club

James Matthewson  
Butterworth-Heinemann 2002

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“A friendly helpful companion to  
take you to digital world”



Can e-business theory and practice be explained in a simple and easy way? James Matthewson, digital marketing specialist, proves it possible. In his practical guide readers will find the key terms, concepts and their relationship explained in a gripping way.

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If you wonder what the processes are to develop e-business strategy and who on the market does it well and who does it badly, 'E-business' is a good place to start your digital journey.

#### About the Digital Book Club series

In times of huge economic and social change, knowledge becomes a critical success factor. We created the Digital Book Club reviews to bring you closer to the people and ideas shaping the digital networked economy. They are short reviews of texts we'd recommend, and are published monthly. We also publish similar Digital Thought Leadership interviews and Digital Insight Reports to accompany our own talks and training workshops. Knowledge and training can unlock the potential of your team.

## Teaching e-business

I'm pretty cynical about e-business texts. There are many weighty analysis of the essence of e-business, most enough to swamp a reader, if not turn them off entirely by the middle of the first chapter. There are also now a good few overviews of e-business cluttering up the business bookshelves, but this one stood out.

It stands out because of its simplicity, clarity and ease of use and what makes 'E-business – a jargon free practical guide' unique is its author's background as a marketer, e-business practitioner and teacher.

It is the teaching aspect that shines through. Every chapter comes with learning objectives, exercises, questions, supporting case studies and website links. There is even some online support courtesy of the publishers – a development we should be demanding with all business texts. Collectively these transform the material into something that really teaches and tests the reader.

Those readers familiar with the structure of course notes from the IDM's Certificate in E-Marketing will readily see the parallels and I would urge other business writers to follow the formula. The challenge for business writers is how to develop something that can be readily applied and this format has been proven to work.

The result is that it delivers many weight concepts in the style of a light read. The text is in bite-size chunks and a wealth of graphics and screen shots illustrate points by providing the reader with tangible examples. The structure also helps for quick referencing which as an office companion book I've always found to be the acid test.

It does succeed in providing a healthy breadth of coverage across the discipline including: how to develop an e-business plan, e-CRM, permission marketing, e-advertising and e-marketing

### Hands-on approach

While this is only an entry level text and should not be expected to deliver more, for a light read it does succeed in providing a healthy breadth of coverage across the discipline including: how to develop an e-business plan, e-CRM, permission marketing, e-advertising and e-marketing. Experienced e-marketers will readily see how the new digital tools and principles fit into traditional marketing structures.

'E-Business' provides learners with a solid framework for approaching the sector and will probably help focus learners on the specific areas that they want to understand more. A wealth of more weighty volumes may drill down into the ten areas that Matthewson covers, rarely is the topic brought together so simply at the top level.

A reader will take away from these useful tools to approach business issues and an understanding of the key terms, concepts and their relationship. Matthewson is also not shy of providing a healthy dose of scepticism, analysing case studies of internet failures like Beenz and Boo.com as well as success stories like Amazon.

### Your top line rules

The breadth of examples refreshingly goes beyond the confines of the over quoted companies you'll hear about on the conference circuit. The examples also illustrate the breadth of what marketers can do with the new channels. While websites can simply be a sales channel for retail marketers to reach their customers with a 27/7 shopping outlet, online has the potential to complement just about every aspect of the promotional mix and Matthewson's examples provide an implicit reality check on a company's own strategy.

From the first magazine publishers like Dotmusic to some of the latest viral marketing campaigns from the FT, from wireless checkins from airlines to simple rules for repurposing websites for wireless access, 'E-business' provides simple examples of different approaches and suggests top line rules for readers to take with their own projects. The book also does not confine itself to consumer marketing but explores both business to business relationships and internal company support through intranets.

### Helpful companion

So who should read this? If you are on the fringe of e-business already, if your company is starting to use the new channels and you need a guide, if you are an experienced marketer but have so far avoided the digital world – in this text you will get a friendly helpful companion to take you there. For marketing students it will prove particularly useful and for other marketers it may serve to remind us that learning should indeed be lifelong and that we too may benefit from marketing training that takes us deeper into the disciplines of e-business.

#### Jargon Buster – join us!



We're on a mission to cut through the jargon. Digital media and marketing has spawned a new breed of jargon; the crashing together of the worlds of media, marketing, IT and telecoms has left us drowning in language most don't understand and even those that do still readily confuse. Our web monkeys have been searching high and low for some clear language that explains what it all really means. Visit [www.DigitalJargonBuster.org](http://www.DigitalJargonBuster.org)

## Actions

Think about your own digital strategy and how you run online projects. Find out what needs improvement and where you achieve best results.

Talk to your team about how they can contribute to a greater success.

**Access more of our Digital Book Club Reviews by signing up for our email service. Buy your copy of the book for reference in a single click through Amazon affiliate [DigitalStrategyConsulting.com](http://DigitalStrategyConsulting.com); see what else we're recommending and why.**

**Sign up for our Digital Thought Leaders series that accompanies the Digital Book Club.**

**Invite us to come and talk with your team about changes in the near future and their impact on your business.**

## Resources & Links

The Digital Book Club on [DigitalStrategyConsulting.com](http://DigitalStrategyConsulting.com)

The Digital Jargon Buster on [DigitalJargonBuster.org](http://DigitalJargonBuster.org)

The Digital Thought Leaders on [DigitalStrategyConsulting.com](http://DigitalStrategyConsulting.com)

### About the author

Danny Meadows-Klue has been a commentator on the digital networked industries since 1995. He managed the UK's first online newspaper and has helped run web businesses ranging from mass market portals and consumer magazines, to online stores, search and email services. Among his industry roles he is the co-founder and former chairman of the UK and European Internet and Interactive Advertising Bureau, and has been lecturing on digital marketing for more than a decade. He set up Digital Strategy Consulting in 2000 to help firms accelerate their businesses through digital networks.



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Making sense of a digital world

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