



# High-Tech Strategies in the Internet Era

*Kathleen E. Brush*

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## **High-Tech Strategies in the Internet Era** Kathleen E. Brush

Staying alive in the highly competitive high-tech industries requires carefully orchestrated strategies that take into account such phenomena as the internet's global interconnectivity, smoking technological change, and a constantly shifting competitive landscape.

High-Tech Strategies in the Internet Era is an A-Z book on the high-tech strategy process. In a business climate where lightning change, uncertainty, and imbalance are the norm, Dr. Brush lays down a step by step guide by which a company can stay on a successful, fixed but flexible course.

She postulates certain absolutes, such as

- 1.Partners will play a critical role in the Internet era.
- 2.Industry selection is key to success.
- 3.Management must learn to live with an empowered workforce.
- 4.The role of marketing communications has greatly increased.
- 5.High-tech strategies are by default global strategies.
- 6.Strategy is the sine qua non of survival in the wild and wonderful early days of the Internet.

This book is must reading for senior management, marketing strategists, industry analysts and investors, and business school students.

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