Preface

This book addresses the business issues and management concerns in relations to Internet strategies of organisations in the 21st century. By so doing, the editors hope this book will point medium- and large-sized businesses in the proper direction, to manage emerging technologies, such as Web services resources and strategies to their competitive advantage. With the phenomenon of Web services in its infancy, the authors have drawn from works of IS pioneers Markus, Porter, Checkland, and others. Their intellectual contributions, plus findings from research work by both new and experienced academics in Europe, USA, and Asia, provide a framework for discussion.

Web services business model was borne out of the Application Service Provision (ASP) business model. ASP delivers personal productivity software and professional support systems, assisting an intelligent enterprise in processing information, solving business problems, developing new products, and creating new knowledge. The need to exploit Web services capabilities to preserve and enhance organisational knowledge is clearly defined by this book.

This is not a textbook, but it encompasses all the practical areas in which an information system strategist functions, and also those of IT and business managers. The following criteria that are being used as the foundation for the best of textbooks on information systems are all explored in this book. They are Internet strategies and management concepts, the business and economic of information systems environment, opportunities and information about ASP and Web services, sociological aspects of Web services buyer behaviour, psychological aspects that influence consumption of Web services applications, strategic tools and tactics, market segmentation, Web services product life

cycles and categories, commercialization, distribution, promotion, communications, organization, analysis, application integration, future aspirations of service providers, ethical issues and much more.

The aim of this book is to disclose the motives and mechanisms of Web services as it is developing and changing as the 21st century unfolds. Internet strategies cannot be described intelligently without exploring some fundamental features and problems of society as a whole. That many IT managers in small and medium-size businesses are either directionless, like a boat without a rudder, or are drowning beneath waves of Internet strategies management theories that pass over their heads, and others that persist in spite of the fact that they remain unproven, may well be a reflection of the draft of general economic slowdown.

An IT manager or Information Systems strategist or Business Operations manager will find that this book:

- Balances systems theory and proven Internet management frameworks which are illustrated with practical cases;
- Explains the strategic management of Internet policies in terms of capabilities of IT in business; and
- Provides a good guide to those who need to discover how to apply Internet for strategic advantage of an organization.

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