



# Creating a Winning E-Business

*H. Albert Napier, Ollie N. Rivers, Stuart Wagner*

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**Creating a Winning E-Business** H. Albert Napier, Ollie N. Rivers, Stuart Wagner

Creating a Winning E-Business, Second Edition illustrates the processes involved with planning, starting, and marketing a new e-business in today's environment. Four types of cases are used in this practical, entrepreneurial guide to provide a real-world approach, including a book-long running case study complimented by chapter specific real-world case studies that open and close each chapter. Additionally, case studies that feature both successful and unsuccessful ventures are found throughout the book enabling students to learn from the actions of others. A new chapter on Affiliation programs (such as Amazon.com's Associates program) is featured and all chapters are updated to reflect industry changes since the publication of the first edition.

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