



# Doing business on the Internet: How the electronic highway is transforming American companies

*Mary J Cronin*

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## **Doing business on the Internet: How the electronic highway is transforming American companies**

Mary J Cronin

A multinational analysis of how leading corporations are using the Internet to establish a competitive edge in the global workplace. This book includes international case studies and advanced Internet applications, and provides essential information for every business person, investor, and policy maker on how rapid international Internet growth is challenging the U.S. lead on the Internet.

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