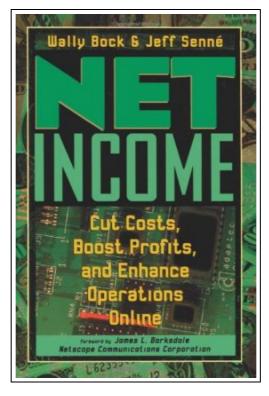
# Net Income: Cut Costs, Boost Profits and Enhance Operations Online (Paperback)



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(Candace Kling)

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John Wiley and Sons Ltd, United States, 1997. Paperback. Condition: New. Language: English . Brand New Book. Net Income Cut Costs, Boost Profits, and Enhance Operations Online Wally Bock and Jeff Senne From finance to manufacturing, training to customer service, Net Income is an operating manual for producing results. Very simply, this is an excellent book! -- James L. Barksdale, from the foreword This isn t another Internet book -- it s not even a technology book -- this is a business guide. And if you think the Net is only for sales and marketing, you re only getting half the picture. Net Income shows how to use the Internet, intranet, and extranet to slash expenses and strengthen operations in order to compete in today s brutal marketplace. Net Income provides real-world examples from over a hundred businesses--from mom pop stores to Fortune 500 giants--that have used the Internet to increase profits. You Il see how: Columbia/HCA saved \$6,000 per physician by offering training online Heineken USA cut its order cycle time from 10-12 weeks to 4-6 weeks General Electric cut its average purchasing cycle from 14 to 7 days and much more! Wally Bock and Jeff Senne are Known for their no-nonsense business advice on how to use and implement Internet strategies, tactics, and systems that produce real world results. And with the advice and action plans they offer in Net Income, you too can learn how to capture the hidden profits of the Internet.



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