



# 21st Century Business: Managing and Working in the New Digital Economy

*James W. Cortada*

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## **21st Century Business: Managing and Working in the New Digital Economy** James W. Cortada

In a time of unremitting, accelerating technological change, James W. Cortada offers a calm, intelligent path through the wilderness, helping managers understand the big picture and successfully manage the transition to the Internet economy. Cortada shows how to get past the glitter and hype associated with innovation, and leverage the best of the new technologies, without abandoning management fundamentals that are more important today than ever. Cortada demonstrates how to manage and work as your firm transforms itself from an Industrial Age enterprise to an eBusiness -- describing exactly what is changing, how to live in both worlds, and where your future sources of profit and personal success are most likely to come from. Cortada offers new insights into the role of knowledge in a services-centric economy, shows how learning organizations and Internet technologies are transforming work, and demonstrates how to use these new technologies to generate value through smarter, more efficient supply chains. 21st Century Business shows which traditional management practices are still valuable, and which must change -- presenting a street-wise set of proven strategies, guidelines, examples, and tips for every manager.

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