

## **The e-Transformation imperative**

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### **Managerial Article Abstract:**

Darwin said "It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change". Nowhere is this more apparent than in the new Economy. We are seeing strategies based on new business models, and encountering an array of innovative approaches to satisfying the "e-customer". It seems that, while no one organisation has all the answers, many have set out to find them.

**Complete Reference:** N. Kumar (2000), "The e-Transformation imperative," The Customer Foundation, (July)

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