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operational strategies There is a number of factors contributing to the wait and see attitude taken by executives and consumers as well Executives tend to view the rise of Electronic Commerce as an external business environment issue while consumers are concerned about security issues These are still common views in the US In European countries a cultural problem stemming from a slowly changing and stable business environment adds to that problem Fear of failing by trying a new approach in most cases overshadows the willingness to take new risks Nevertheless the uncertainty about the changes implied by Electronic Commerce are far reaching and can be found in any country With the increasing importance of the Internet the business environment as well as other areas in society is about to fundamentally change Old paradigms are no longer working in the evolving new business world sometimes called digital economy Electronic Commerce is the keyword that tries to capture the new paradigms which are not even clear yet The only thing that is reliable and predictable about Electronic Commerce and the new economy is change Never before was it more important to be flexible and willing to take risks by trying new approaches As businesses like to operate in a predictable environment where planning the future is easy it becomes very difficult to adapt to the pace of change Not only do businesses need new strategies they also need to constantly reinvent themselves Businesses need to realize that it becomes necessary to accept [Amazon Odyssey](#) Ti-Grace Atkinson,1974 The first collection of writings by the political pioneer of the Women s Movement jacket [Digital Asset Ecosystems](#) Tobias Blanke,2014-07-07 Digital asset management is undergoing a fundamental transformation Near universal availability of high quality web based assets makes it important to pay attention to the new world of digital ecosystems and what it means for managing using and publishing digital assets The Ecosystem of Digital Assets reflects on these developments and what the emerging web of things could mean for digital assets The book is structured into three parts each covering an important aspect of digital assets Part one introduces the emerging ecosystems of digital assets Part two examines digital asset management in a networked environment The third part covers media ecosystems Looks to the future of digital asset management focussing on the next generation web Includes up to date developments in the field crowd sourcing and cloud services Details case studies to demonstrate how generic requirements are met in particular cases

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