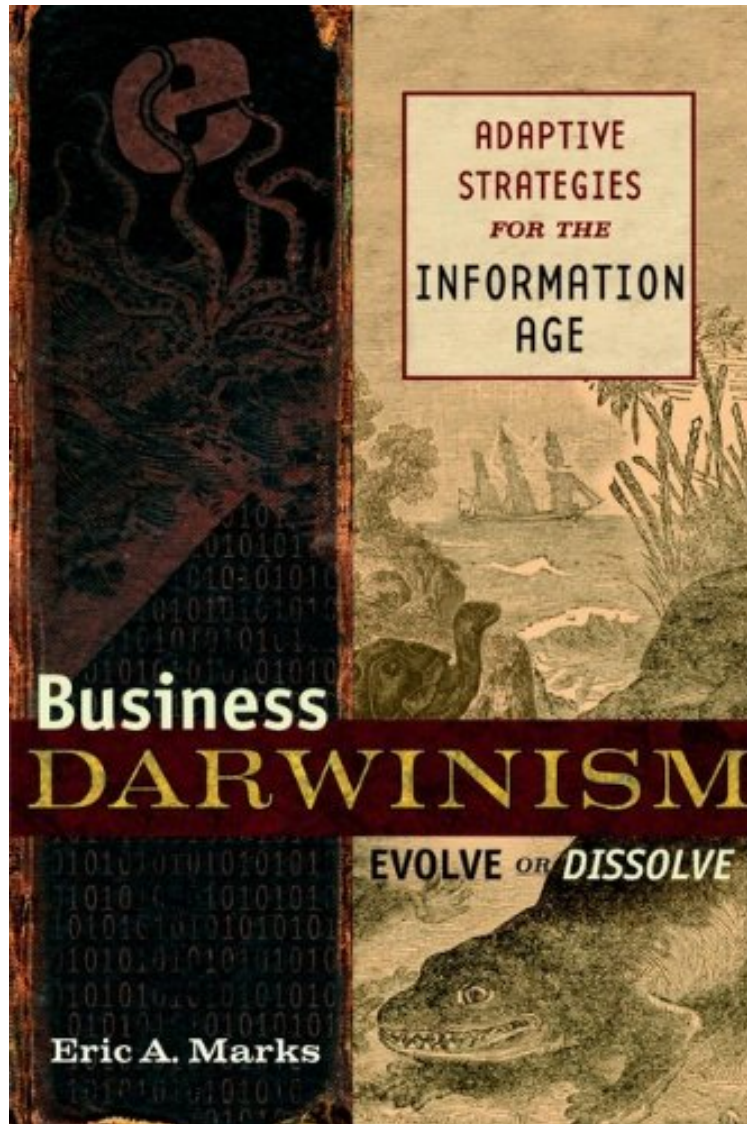


Business Darwinism: Evolve or Dissolve: Adaptive Strategies for the Information Age

Eric A. Marks

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The survival of the fastest Information technology is now essential to business evolution. Companies that invest in IT as a future resource will live to see the future. The rest won't. The hard reality of the new "Information Darwinism," a term coined by author Eric Marks, is brilliantly and provocatively described in e-Darwinism, a look at the make-or-break impact of IT on accelerating the global struggle for market share. The book offers a compelling look at just how the Internet has transformed business strategy and business strategy creation, IT strategy, and manufacturing strategy for manufacturing and service firms, and made significant inroads in driving revenue enhancement and cost savings as well as reducing a firm's time to market. The book also describes how much the ability to leverage IT has become a requirement for measuring-and selecting-future leaders.