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Anne König

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The Internet has created new business areas for the graphic arts industry: Information is formatted to be published both on paper and on-line and new forms of cooperation with customers and co-producers develop. The author gives a broad review of new services and processes, the Internet has made possible. The reader gains insight into the existing diversity of notions and concepts. Various examples shed light on specific applications such as online editing systems, Web-based project management tools, and online-tracking of print processes. Two viewpoints are being considered: The viewpoint of the entrepreneur who introduces electronic business concepts to optimize the company's processes, and the viewpoint of the service provider supplying e-business services. The book enables business executives to make sound decisions on which solution promises the maximum benefit to respond to specific business challenges. Thus it is an indispensable guide for business executives in the graphic arts industry.

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