



# The Seven Steps to Nirvana: Strategic Insights into eBusiness Transformation: Strategic Insights into eBusiness Transformation

*Mohan Sawhney, Jeff Zabin*

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Today's most successful companies never sit still. Even as they introduce their newest e-business initiatives, their next generation of improvements is already near completion. Traditional organizations, especially larger, low-tech businesses, must reinvent themselves if they are to hold their positions against these new business competitors.

*The Seven Steps to Nirvana* leads managers through the systematic stages needed to transform traditional businesses, regardless of their industries, into fierce competitors. Combining hard-hitting analyses with case studies of businesses that made the transition, this concrete, practical tour de force opens readers' minds to:

- Essential differences between e-commerce and e-business
- The evolutionary stages of e-business intervention
- Strategies to overcome inertia and organize for speed

Written by one of BusinessWeek's 25 most influential e-business innovators, *The Seven Steps to Nirvana* is a trove of innovative techniques for brick-and-mortar businesses to meet--and overcome--the challenges of today's faster, nimbler e-upstarts.

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