



Internet Business Models and Strategies: Text and Cases

Allan Afuah, Christopher L. Tucci, Christopher Tucci

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Afuah and Tucci's *Internet Business Models and Strategies: Text and Cases, 2e* draws on research to develop and integrate a framework to help students understand factors that surround a firm's performance and the central role that business models play in the face of the Internet. In the first part of the text, Afuah and Tucci explore the concepts on which Internet models rest. The second part offers cases of both Internet firms and Brick and Mortar companies that must formulate and execute successful business models and strategies.

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