

FOR EBUSINESS & CHANNEL STRATEGY PROFESSIONALS

The B2B eCommerce Playbook

DISCOVER	PLAN	ACT	OPTIMIZE
Vision	Assessment	Organization	Performance Management
Landscape	Strategic Plan	Processes	Benchmarks
Business Case	Road Map	Tools And Technology	Continuous Improvement

Overview: Building A World-Class B2B eCommerce Business

January 7, 2013 | Andy Hoar

Vision: The New And Emerging World Of B2B Commerce

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Landscape: Key Trends In B2B eCommerce For 2013

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Business Case: The Case For Channel-Shifting Customers Online

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Assessment: Evaluating Your B2B eCommerce Development

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Strategic Plan: Five Keys To Effective B2B eCommerce

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Road Map: Thrive By Adopting Proven B2C Principles

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Organization: Organizing For World-Class B2B eCommerce

August 13, 2012 | Andy Hoar

Processes: Best Practices Case Study: B2B Ratings And Reviews

December 12, 2012 | Andy Hoar

Tools And Technology: Delivering An Effective Technology Infrastructure For Global B2B eCommerce

November 19, 2013 | Andy Hoar

Performance Management: Measure The Fundamentals Of B2B eCommerce

August 11, 2014 | Andy Hoar

Benchmarks: Benchmarking B2B eCommerce Sales And Marketing Initiatives

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Continuous Improvement: Using ACTIVE Strategies To Optimize Execution

November 26, 2012 | Andy Hoar

