

Introduction

This book is not the “Dummy’s Guide to B2B,” just as kindergarten is not for dummies.

This book is for those of us who listened to all the technical advice, put together our web applications, played by all the rules-- and then were still disappointed by the results.

It’s for those of us who watched all those IBM and Microsoft advertisements-- and didn’t think B2B could possibly be this hard.

It’s for those of us who think we must have done something wrong. For those of us who think, “I must be the only one who doesn’t get it.”

It’s for those of us in the frustrating middle of the corporation, watching our companies plod along with unsatisfactory eBusiness results due to a lack of vision at the top.

It’s for those of us who feel helpless or hapless.

It’s for those of us who are discouraged and don’t know how to get things started-- or restarted.