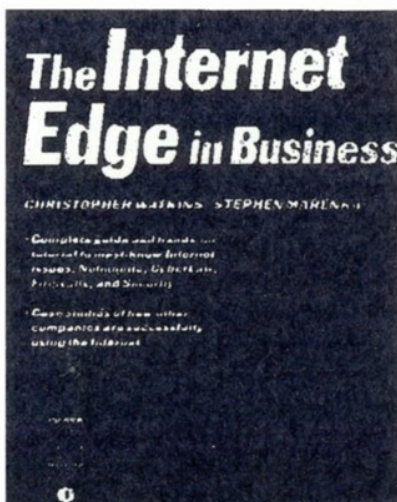# Book 'em

Sean Clark is once again back on firm ground for this month's Book 'em — and he's taking a look at one of his all time favourites.

The Internet Edge in Business

Christopher Watkins and
Stephen Marenka
Academic Press
Rating: ★ ★ ★ ★

With the home Internet book market so saturated, it seems that the current trend in publishing is to release as many books as possible with the word 'business' in the title! No doubt this is to capture the interest of all of those business people who realise they may be missing out on a 'competitive advantage' by not joining the Internet. The trouble is, many of these publications seem to be of the 'get rich quick' variety and, if the truth were told, are often not worth the paper they are printed on.

However, 'The Internet Edge in Business' has plenty more to offer than this.

Basically a guide to getting your business online, it briefly talks abut the history of the Net, then looks at the tools available from a business perspective (such as email, USENET news on the Web) – mentioning standards and problems as well as the obvious advantages of the technology.

Then cyberlaw, security, netiquette and specific uses of the Net are discussed. After that, a 'recipe' for putting your business online is given together with case studies of companies that have successfully made the migration onto the Net. Finally, a discussion of 'where it is all going' is given and a useful resource guide is given.

For a book of less than 300 pages it covers a great deal of ground and perhaps the only real criticism of it is that the material included may be too cursory for some. Perhaps you'll buy this only to get a bigger, more detailed, book in the future? Still, as an introduction to what the Net has to offer business – and the problems that you may encounter when getting online – it's ideal. And maybe for the time-is-money business person this degree of brevity is an advantage? Oh yes, another plus for it, you even get a multi-platform CD-ROM (PC, Mac and UNIX) full of Internet software...