

# Thinking and Working in the New Economy

Mitchell Levy

President of ECnow.com and Author of *E-Volve-or-Die.com*

With the stock market reversing its meteoric rise of the last 8 years (yes, it's depressing), the press is saying that e-commerce is dead. This is simply not true. The Internet has profoundly changed the rules of the game of business, and most companies have not figured that out yet. We're not talking about merely using the Internet to sell your products or services; we're talking about using the Internet as a catalyst to completely transform your company and its relationships with customers, partners and employees. The archaic, industrial-based functions of finance, marketing, sales, engineering and manufacturing need to disappear and resurface with morphed responsibilities more heavily focused on the newly empowered customer.

In this session, e-commerce management expert Mitchell Levy will discuss the concept and management of the holistic Internet-enabled entity. He will cover new e-economy thinking and the constancy of change, ways to evolve businesses around the customer and their new customer service expectations, and the continued importance of content and ongoing Internet marketing.

### About the Speaker

Mitchell Levy is a popular speaker, lecturing on ECM issues around the world. He is the author of *E-Volve-or-Die.com: Thriving in the Internet Age Through E-Commerce Management* (<http://e-volve-or-die.com>), and he is the founder, the program coordinator and a lecturer at San Jose State University's E-Commerce Management Certificate Program (<http://ecmtraining.com/sjsu>). Levy is President of ECnow.com (<http://ecnow.com>), an ECM consulting firm helping companies make the transition from the Industrial Age to the Internet Age. He serves as Chair for Comdex.biz, the core conference at Comdex Fall and Chicago, and for his own symposium series, ECMsym.com. Levy is executive producer of ECMgt.com (<http://ecmgt.com>), an online ECM e-zine. He is actively involved with numerous industry consortia and is frequently asked to judge the ECM efforts of companies on a global level.

Presented May 9 by the Silicon Valley WebGuild

Silicon Valley Chapter of the Association of Internet Professionals

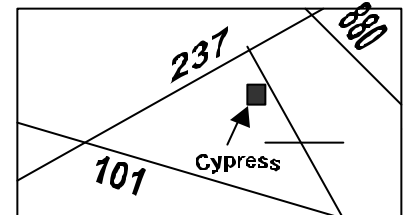
**Location:** Cypress Semiconductor  
3939 N. First St. (north side of Building 3)  
San Jose, CA 95134  
Located between Hwy. 237 and Tasman Drive

**Time:**

6:00 pm	Registration, networking, table top vendors, and job announcements.
6:50 pm	General announcements (have jobs, want jobs, etc.)
7:00 pm	Main speaker
8:20 pm	Door prizes (must be present to win)
8:30 pm	Special interest groups

**Price:** FREE! All of the WebGuild's meetings are free and open to the public. We serve **free snacks**, and everyone is welcome to attend. RSVPs are not required. Invite your friends and colleagues!

**Sign Up:** For meeting updates and news of upcoming events, use the registration feature on our home page.



For a map and more details, visit us at:

<http://www.webguild.org>