



The Dot.Bomb Survival Guide: Surviving (and Thriving) in the Dot.Com Implosion: Surviving (and Thriving) in the Dot.Com Implosion

Sean Carton

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Dot-Winners vs. Dot-Loserswhat works, what doesn't, and why

With more dot-coms going bust every day, new-economy entrepreneurs and managers are scrambling for detailed information on what went wrong with the losers and how they can emulate the winners. *DotBomb* gives them the answers with a close look at a number of notable dot-com failures, comparing their experiences with those of several prominent dot-com successes.

With the help of candid commentaries by staff members, venture capitalists, industry analysts, and market research, Sean Carton performs postmortems on Priceline, Living.com, PlanetRX, ValueAmerica, and other recent dot-com debacles and identifies the dot-pathologies that led to their demise. He also provides contrasting examples of successful companies that excel in that area, and he extracts powerful lessons on what managers can do to follow their examples.

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