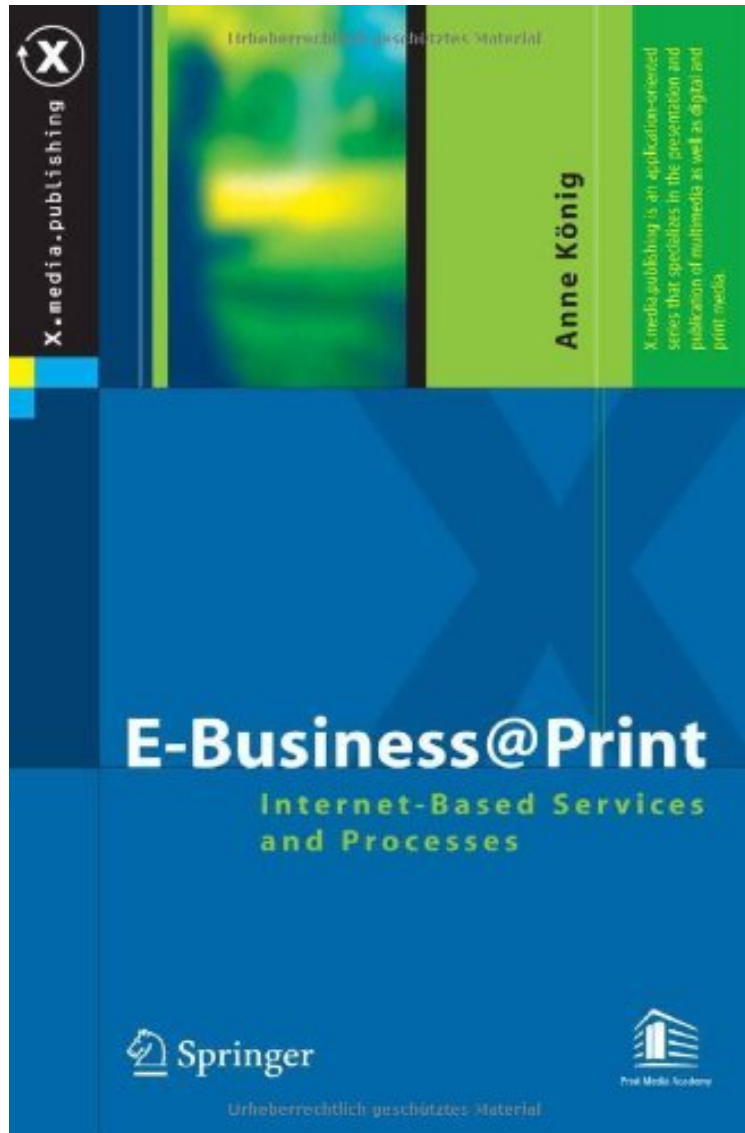


(Ebook free) E-Business@Print: Internet-Based Services and Processes (X.media.publishing)

## **E-Business@Print: Internet-Based Services and Processes (X.media.publishing)**

*Anne Kouml;nig*

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**Anne Kouml;nig : E-Business@Print: Internet-Based Services and Processes (X.media.publishing)** before purchasing it in order to gage whether or not it would be worth my time, and all praised E-Business@Print: Internet-Based Services and Processes (X.media.publishing):

The ships hears on through billowing seas  
Carried on tempest's wings with ease  
A cry of joy goes up from fore and aft:  
"Our destination is within our grasp!"  
But the helmsman's words are lost in the throng:  
"We've been sailing in circles all along."  
Marie von Ebner-Eschenbach

This book has been written as an aid to anyone in the print media industry, be they managers or customers, who is looking to steer their business into calmer waters in what are stormy times. New technologies offer tremendous opportunities for innovation and process improvement — but only if we understand the fundamental principles behind them. This is the goal of this book. To this end, we will be looking at how best to network the print media industry with its customers, production partners and suppliers. This networking process covers the production data that can be transferred entirely digitally as far as the press stage, i. e. the digital page to be printed (referred to below as the "technical work"), but also the information, communication and interaction processes which take place before, during and after production, e. g. details of the print run or the planned delivery date (referred to below as the "business management work"). Inter-company networking of the various market players using Internet technology is known as "e-business" in commercial and management circles. Customers Print media Suppliers companies Production partners

Figure 1 Persons involved in a production process Preface V

From the Back Cover

The Internet has opened up exciting new opportunities for print media companies, enabling information to be processed for both paper and online output. It also offers new possibilities for print media companies to work increasingly closely with customers and production partners. The author provides a comprehensive overview of the new services that are now available and the new processes that the Internet enables. The reader is systematically guided through the various specialist terms, and numerous examples are used to illustrate possible applications, e.g. online editing systems, Web-based project management tools and online tracking of print jobs. The subject is examined from two different perspectives — from the aspect of the company using e-business to improve its own processes, and from the angle of the print media service provider offering his customers e-business services and using these in the production process. The book thus offers practical support when deciding which applications promise to deliver the greatest benefit for the reader's specific circumstances. It is therefore an essential reference work for decision makers in all business environments.