

The E-Leader

Reinventing the Rules of Leadership in a Connected Economy

Chapter 1. From CEO as Steward to CEO as Entrepreneur

Interlude: Tony Chan & Bill Seibel, Zefer eConsulting

Come Up With An E-Business Idea and Run With It

Chapter 2. From "Game Player" to "Game Changer"

Interlude: Kevin McCallum, Proctor and Gamble

Create A Strategy of Pre-eminence

Chapter 3. From Top-Down to Lateral Leadership

Interlude: Avram Miller, EVP of Business Development, Intel

Connect and Collaborate Across Boundaries

Chapter 4. From Production-Builder-in-Chief to Brand-Builder-in-Chief

Interlude: Di-Ann Eisnor, CEO of Eisnor Interactive Advertising

Build Power Brands With Work-the-Street Appeal

Chapter 5. From a "Me" Point of View to a "You" Point of View

Interlude: Pehong Chen, CEO of BroadVision

Provide the Perfect Customer Experience Every Time

Chapter 6. From Being a Great eTailer to Being a Great Logistician

Interlude: David Roussain, EVP of FEDEX eCommerce

Win the Ground War!

Chapter 7. From Being A Manager/ Technician to Being a Coach/ Mentor

Interlude: Jeff Taylor, CEO of Monster.com

Recruit the Person, Not the Position