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Every company that conducts business globally faces the challenge of addressing international or domestic multi-cultural audiences. The Internet makes that challenge much more immediate and raises the ante considerably by giving these international prospects and buyers instant access to competitive choices.

BUSINESS WITHOUT BORDERS: A Strategic Guide to Global Marketing provides a detailed introduction to expanding this international market reach through best practices for marketing, operations and technical professionals.

While previous publications have touched on the topic of global Web campaigns as a chapter within a larger volume on Web marketing, this book is the first resource dedicated to the increasingly relevant topic of 'globalization'- and the online and offline operations that support it.

BUSINESS WITHOUT BORDERS is the road map that teaches professionals to navigate through the complexities of trans-national commerce in today's competitive climate. Appealing to a wide range of professionals from business unit managers to marketing executives to practitioners to the technical and operational teams responsible for implementing the infrastructure of global initiatives, **BUSINESS WITHOUT BORDERS** shows the reader the "why's" and "how's" of what it means to address a global audience. As part of this outreach, he also discusses the critical demand and supply chains that underpin global marketing efforts.

The "Eighth Continent" as the U.S. is such a vast and prosperous market, american corporations have overlooked 'foreign' audiences as well as multi-ethnic cultures within its own borders. DePalma describes these market segments as the 'Eighth Continent', a borderless community of Internet users that is growing exponentially. **BUSINESS WITHOUT BORDERS** assists readers in actively targeting these untapped revenue resources; thereby, maximizing return on their Web investment.

Financial justification is more important than ever as executives are under pressure to maintain profitability in the current economic climate. DePalma's integration of return on Web investment into the traditional ROI model enables readers to construct a justifiable argument for global Web practices.

An accomplished and internationally renowned business analyst, DePalma uses his keen vision and down-to-earth narrative style to communicate the benefits that digital technologies bring to multinational business initiatives.

George F. Colony, Chairman and CEO of Forrester Research, Inc. says, "Don goes head-on at one of the most difficult challenges facing large corporations-and comes up with fresh, actionable advice. It's clear that the next economic war will be fought on the 'Eighth Continent' and this book reveals the strategies that will win the coming battles."

What the reader can expect to gain from reading **BUSINESS WITHOUT BORDERS**

This "how-to" guide helps readers to step back and consider the ramifications of setting up shop around the globe.

The book covers such topics as:

- Giving ammunition to use in a business case for a globalization initiative

- Outlining a methodology for picking the right great and necessary addition. new markets
- Providing legal, operational, technical and organizational insight
- Justifying the investment by illustrating a multi-faceted model for ROI that incorporates traditional top-line and bottom-line metrics plus less tangible measures such as brand and customer satisfaction.

Interviews, sound statistics and groundbreaking case studies illustrate the authors arguments and provide concrete examples on managing campaigns for global effectiveness. The companies interviewed include innovative firms such as Eastman Chemical, Travelocity, Ducati, Cemex, Six Continents Hotels, and Lands' End.

About The Author

Donald A. DePalma, Ph. D. is a widely respected industry analyst, author, and corporate strategist. His expertise is in the business- and marketing-focused application of technology. He lectures and writes frequently on the topics of online marketing technologies, content management, high-end application development, knowledge management, and globalization.

Previously Don was the vice president of corporate strategy at Idiom Technologies, Inc., a supplier of software and services for globalizing businesses.

Prior to Idiom, he was a principal analyst at Forrester Research where he wrote trend-setting reports and consulted to senior management at Global 2000 companies. While at Forrester, Don initiated the firm's coverage of content management, application development for strategic Internet systems, digital marketing technologies, ethnic marketing, knowledge management, and globalization.

In the 1980s Don co-founded Interbase Software, developer of the era's most technologically advanced relational database server and was a key contributor to Digital Equipment's information management offerings. Before deciding in 1980 that software would define his future, Don labored in the ivory tower of academe, focusing on generative grammar, computational linguistics, and the historical phonology of Slavic languages. He holds graduate degrees from Brown University and the State University of New York, and has also studied at Charles University, Moscow State University, the Moscow Linguistic University, and at ILISA in Costa Rica.