

Article Archive 2001

December 2001 - Who's Who in Cyberspace?

Actually it's a surprisingly difficult question, and one which is going to become increasingly important...

December 2001 - The Marketing Paradox

A well run, market led organisation researches the needs of its customers and the trends in the market place and on the basis of this information develops appropriate products....

November 2001 - Staying Ahead of the Search Engine Game

With research showing that 85% of all Internet user sessions involve someone browsing at a search engine, it is evident that the role of search engines in the online promotion strategy of any business, organisation or individual with a website is critical. However, with research also revealing that only 16% of all the web pages submitted for registration to the Internet search engines are successfully registered or indexed, it is also evident that search engine registration is no easy task...

October 2001 - Data, knowledge and communication: the information value chain

In a recent opinion piece in the Financial Times the columnist Michael Skapinker put forward the proposition that "the internet age has yet to find a satisfactory notion of management"...

September 2001 - Customers Really Matter (CRM)...

First there was TQM, followed closely by ERP and now hot on their heels is CRM; the business world always seems to be talking about the next "big thing" either hyping it up or knocking it down and CRM, otherwise known as Customer Relationship Management, is no exception...

August 2001 - Halt who goes there

Security, its a big theme in the internet world and a huge source of confusion for anyone trying to work out how to deliver services on line...

July 2001 - Communication, Communication, Communication

IT project failures - we have all seen the headlines regarding the wasted millions and months spent on projects which are ultimately abandoned...

June 2001 - Don't pull your finger out

IT security is a much broader subject than may at first be apparent. The reason for this is that the word 'security' can be applied to many different areas of IT and the business processes and structures it supports...

May 2001 - Keep It Simple Silly

In this article I want to look at one of the most overlooked areas of web site design - content and why keeping it simple really does work...

April 2001 - Style versus Substance

Would you let your seven year old son choose your next car? Let's face it, he has clear ideas about what is cool and what looks good, however he doesn't have to drive to work in it, pack it to go on holiday, fill the tank or pay the insurance...

March 2001 - The Baby and the Bathwater

It has been said that there are two ways to get rich, good luck and good judgement. It has also been suggested that the two are mutually exclusive. Taking a well known lottery as an example every pound spent on a ticket is highly likely to be a pound thrown away, but somebody gets very rich from just such an idiotic investment virtually every week...

Feb 2001 - Business as Usual

Is the economy in for a soft landing? When will technology stocks bounce back? Are interests rates on the way down? Will the UK join the Euro... One way and another we seem to be facing a somewhat uncertain economic climate at the moment...

Jan 2001 - Most clients are thick - but for how long?

It is widely accepted that fashions are cyclical, at least when it comes to clothes. How many times have we seen the creations of the world's top designers paraded up and down the cat-walk, and recognized the styles, colours and designs of 20 years ago?