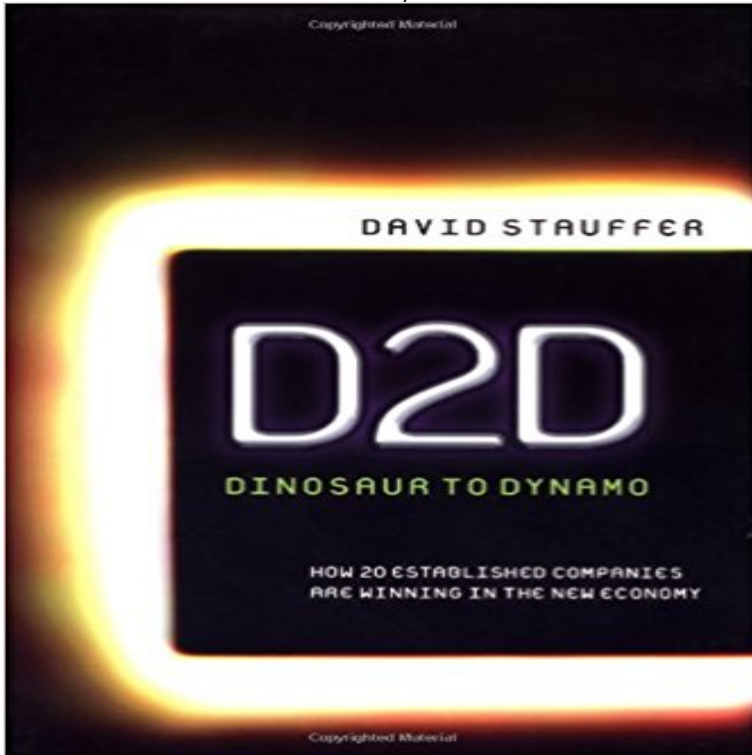


D2D - Dinosaur to Dynamo: How 20 Established Companies are winning in the New Economy



Will these companies be long-term winners in the 21st century? Merck-Medco - uses its supposedly burdensome infrastructure to out-perform well financed pure dot-coms in online sales. Eaton Aeroquip - employs new technologies to leverage its long-standing expertise in supply-chain management. Powells Books - was an online success before Amazon was online at all, with profitability from the outset. Snap-on Inc. - makes its dealers the main focus of digital initiatives, providing gains to stakeholders throughout the value chain. N-Bar Land and Cattle Company - breaks out of traditional commodity-business ruts with innovative use of the Web. Inditex, SA - combines the speed and empowerment enabled by new technologies to make its products consumer sensations. Enron Corporation - examines new technological capabilities as prospective avenues to reach new markets, offer new products, or invent new services. Rosenbluth International - applies technology every way possible to elevate its people from order processors to customer advocates. iSteelAsia.com Ltd.- transforms the historic role of an intermediary to make itself an indispensable provider of added-value services. DoveBid, Inc. - melds its traditional live auctioning and wonders of the Web to produce gains for buyers, sellers, and the company itself. Cemex, SA - employs technology in cement delivery to overcome the once-intractable obstacles of traffic and weather. Antevia Inc. - enhances and extends its personal services by using the Web to succeed as a unique niche player. Charles Schwab Corporation - enjoys unprecedented success because it dropped all distinctions between online and offline customers. Tesco PLC - is the worlds sole example of what pure dot-coms and established retailers have failed to become: a profitable online grocer. Office Depot - creates a virtuous cycle of mutual

benefits among its store, catalog, and Web sales channels. Quality Transmission Service - demonstrates that no business is too small or too rooted to physical location to win gains from Web presence. Bertelsmann AG - shows that a company's long-standing culture can accommodate digital transformation on the strength of a CEO's persistence. Ford Motor Company - is using the Internet to revolutionize processes and structures little changed for nearly a century. Eastman Chemical Company - provides evidence that size, location, and line of business are no obstacles to determined digital initiatives. General Electric Company - went from digital noncombatant to new economy superstar in barely a year's time.

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