As the Digital Economy becomes an operating reality for firms across various industries, transforming business and commerce throughout the economy, and consequently affecting society at large, firms struggle to develop strong business models. New delivery channels bring challenges to logistics management, new products and services raise pricing and access issues, and in general, technological innovation challenges business models. How can a firm develop sustainable strategies in a rapidly changing environment, affected by changing technologies, diversifying markets, and the constant threat of new unanticipated competition? In this month’s book review section we present readers of Electronic Markets with an evaluation of four books that provide a range of business models and strategies for the firm of the near future.


- Wiseman, A. *The Internet Economy: Access, Taxes, and Market Structure*, Brookings Institution Press, Washington, DC, 2000. Wiseman considers the new challenges that have come up in the Digital Economy, and evaluates economic theory about pricing and access in the new e-marketplace that have a bearing on how the structure of the marketplace is likely to change in the future.

The reviewers of the books are doctoral students who participated in an essay writing project in the "Doctoral Seminar in Economics, IS and Electronic Commerce" at the Carlson School of Management, University of Minnesota, in Spring 2002. Our students were invited to review a book in a brief economic theory-based critical essay. The essays were reviewed several times by the instructors, and finalized with the assistance of a managing editor before submitting them to *EM*. Then, a number of papers were chosen by *EM*’s editorial staff for publication. The Web site for the course, [ids.csom.umn.edu/8801](http://ids.csom.umn.edu/8801), provides additional descriptive information on the assignment, as well as the issues that we discuss. The seminar’s coverage of Economics as a referent discipline for IS and e-commerce research, is part of the core of Minnesota’s IS Doctoral Program.

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