

E-Business Predictions 2012

By Deborah M. Collier



The year 2011 has been another challenging year economically for Western Europe and North America. However it has offered a year of opportunity and growth for countries such as Brazil, China and Russia, as well as some of the more politically stable territories in the Middle East. There is one theme however reigning globally – that mobile and the web, are becoming the prevailing channel for retail sales and other business transactions.

Deborah Collier, President at The Certificate in Online Business investigates and delivers her top 5 predictions for digital business in 2012

1) High Volume Sales, Supply Chain and Customer Service at Heart of Retail Strategy

2) Mobile Payments Evolution



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3) The Leaner Government

4) Social Design



5) The Success of Multi-Channel is Cross-Channel

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Deborah M. Collier

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Deborah is the founder of the Certificate in Online Business™ (COB) series of globally-recognised industry qualifications, which were established in 2008. She developed the reputation of the programs among well-known brands gaining testimonials from Directors and managers at government organisations and leading companies such as Mars, Schneider Electric, House of Fraser and Procter & Gamble. Deborah leads the strategic direction of the training programs and company. In addition, she oversees marketing, partnerships and licensing.



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