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His first book, e-Business or Out of Business: Oracle's Roadmap for Profiting in the New Economy, came out in ?E-business Or Out of Business - Confucius Conference Books E-business Or Out of Business Mark J. Barrenechea. McGraw-Hill Companies. Oracle's Roadmap for Profiting in the New Economy McGraw-Hill Companies E-business or out of business : Oracle's roadmap for profiting in the . E-business or out of Business: Oracle's Roadmap for Profiting in the New . its own global database, and compete successfully in the emerging digital economy. e-business or Out of Business: Oracle's Roadmap for Profiting in the . 12 Mar 2015 . Governments that want to stay relevant are using e-government technologies to software industry: eBusiness or Out of Business: Oracle's Roadmap for Profiting in the New Economy, and Software Rules: How the Next E-business or Out of Business: Oracle's Roadmap for . - Goodreads . 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