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P2P: How Peer-to-Peer Technology Is Revolutionizing the Way We Do Business

Hassan Fattah, Hassan M. Fattan

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It's been little more than a year since the name Napster began rolling off people's tongues and peer to peer, or P2P, became standard new economy jargon. But P2P is far more than Napster. It's a new way of thinking and computing that lets companies leverage their existing network infrastructure to boost value, cut costs, and maximize resources in an entirely new way.

To understand and implement revolutionary peer-to-peer technologies, managers, executives, entrepreneurs, and investors need to understand the business implications and application of the technology outlined by Hassan M. Fattah in P2P. Part technology analysis, part case study, and part management guide, P2P examines the key issues businesses face in implementing P2P and presents the opportunities and challenges that accompany this new technology.

Among the topics covered in P2P: *The essentials of P2P technology *How P2P can ease transactions and redefine customer relationships *Immediate and long-term applications of P2P *How P2P applications can increase efficiency and speed up business

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