

Impact of Information Technology and Internet in Businesses

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Abstract

In the past few decades there has been a revolution in computing and communications, and all indications are that technological progress and use of information technology will continue. The revolution in information and communication technology has changed not only our lives but also the way how people do business. Using information technology, companies possess the potential to reach more customers, introduce new products and services quickly, and collaborate with suppliers and business partners from all over the world. Transformation from industrial society to information society and industrial economy to knowledge economy is a result of the impact of ICT and Internet use. Main objective of this paper is to describe information technology; opportunities of Internet usage for businesses to achieve strategic advantages compared to their competition and how they can facilitate the movement of goods and services from producers to customers.

Keywords: *Internet, information technology, business, goods, service, customer.*

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