



E-Business Predictions 2014 by the of Creator of Certificate in Online Business™

The creator of globally recognised 'Certificate in Online Business™' qualifications has delivered her predictions for E-Business in 2014.

WINDSOR, BERKSHIRE, UK, January 16, 2014 /EINPresswire.com/ -- The creator of globally recognised '[Certificate in Online Business™](#)' qualifications has delivered her predictions for E-Business in 2014.

"2014 is all about achieving excellence, and what I call [ultimate e-business](#)" says Deborah Collier, Director of Strategy, E-Business and Marketing at e-business and marketing consultancy Echo E-Business.

Collier, who has been delivering successful annual predictions since 2009, predicts Brazil and Nigeria as the countries to watch this year in terms of growth and investment in online business.

"In Brazil retailers, government organisation's and travel and tourism providers will need to invest in online services in English, as well as Latin languages, to ensure they maximize their reach to a wider audience outside Spanish, Portuguese and Italian speaking countries". says Collier

According to Collier, established organisations will focus on leveraging the amount of the data ('Big Data') being created, stored and analysed, moving toward intelligent automated actions. While innovation and localisation of existing e-business models take places in emerging markets, the West will be focused on perfecting their online activities.

"Social advertising is a key area to watch this year, combined with effective content-led marketing - There are some real opportunities, not only for the business and social networks, but for advertisers seeking targeted and instant ways to attract interest in their business and offerings". says Collier

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<http://www.learnebusiness.com/ebusiness-predictions-2014.html>

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Notes to Editor

E-Business expert Deborah Collier is the founder and managing director of Echo E-Business, a consultancy specialising in strategic planning, advice and training for e-business, e-commerce and marketing.

Echo E-Business' team of technology and marketing professionals are e-business experts helping organisations to plan and implement online business effectively.

Deborah specialises in strategy and training for e-commerce, digital branding and Internet marketing. She has over 20 years experience supporting, advising, training and developing online strategies for

governments, large corporations and SMES, including names such as Schneider Electric, John Lewis, Kenwood, South African Post Office, Oman Ministry of Education, Saudi Post, Saudi Stock Exchange, Dune Group ...

An author, publisher, and Internet retailer, she has a readership of over 40,000 newsletter subscribers, and developed a thought-leadership article on e-business strategies in collaboration with PriceWaterhouseCoopers, John Lewis, Linden Lab, Cancer Research UK and J.P. Morgan.

She has over 13K+ followers on Twitter @echoebusiness

For more information visit www.echoebusiness.com, www.learnebusiness.com and www.cobcertified.com

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