**Abstract**

The commercial usage of the internet, from mid 90’s, led companies to establish business transactions through the network, practice also known as e-business. Gains from efficiency increase, complementariness between physical and virtual presences and customer lock-in have been obtained. In the beginning of the 2000’s, a new technological wave known as Web 2.0 or social media leads to the increase of the customer power through ensuring independence and transparency to the contents published at the public tools, challenging the marketing department of the organizations. In the other hand, it represents to the companies opportunities to leverage the power of mass collaboration. Four case studies in the segments of women’s apparel retail, insurance, pharmaceutical and electronics demonstrates the different sources of value of their e-business initiatives, as well as how they increase their customers’ engagement and strength their brands through social media. Both technologies can also be combined, resulting in a powerful tool for increasing sales through the internet. All these initiatives are supported by strategic alignment between IT and business.

**Keywords**: e-business, Web 2.0, social media, collaboration, strategic alignment.