

Overview of the Book

(Legend- T=Internet Technology, BM=Business Model, M=Marketing, P=Policy;
 ● indicates extensive coverage, ◐ indicates medium coverage and ○ indicates minimal to no coverage)

Chapter Number	Module	Chapter Title	T	BM	M	P
1	Internet Basics	Introduction	◐	◐	◐	○
2	Internet Basics	Understanding the Internet	◐	◐	○	○
3	Business Models	Business Model Design	◐	●	○	○
4	Business Models	Types of Business Models	◐	●	○	○
5	Business Models	Amazon.com (CASE STUDY)	◐	●	◐	○
6	Business Models	The Failure of Boo.com(CASE STUDY)	○	●	◐	○
7	Business Models	E-Auctions	○	●	◐	○
8	Business Models	eBay(CASE STUDY)	○	◐	◐	○
9	E-Marketing	Building Customer Traffic	○	○	●	○
10	E-Marketing	E-Promotions	○	○	●	○
11	E-Marketing	Personalization	○	○	●	○
12	E-Marketing	Permission Marketing	○	○	●	○
13	E-Marketing	Pricing and Distributing Digital Products	○	○	●	○
14	E-Marketing	Slatanic(CASE STUDY)	○	◐	●	○
15	E-Marketing	Building Online Communities	○	◐	●	○
16	E-Marketing	Open-Source Product Development	◐	◐	◐	○
17	Cutting Edge Topics	Peer-to-Peer Models and Distributed Computing	●	◐	○	○
18	Cutting Edge Topics	Mobile Commerce	●	◐	○	○
19	Cutting Edge Topics	DoCoMo's I-Mode Phone	◐	◐	◐	○
20	Public Policy	Internet and Public Policy	○	○	○	●
21	Public Policy	DoubleClick's Privacy Snafu(CASE STUDY)	○	○	○	●
22	Conclusion	Managing E-Commerce in the Future	◐	◐	◐	○

Annotated TOC

Internet Basics

Chapter 1 Introduction

- Introduction
- Reality Check- Where do we stand today?
- The E-Commerce Triangle
 - Internet and related Technologies
 - Business Model
 - Marketing
- Technologies in search of a business model: A Common Problem- e.g. Napster.
- New Conceptual Model
 - Adaptive Manager
 - Six New Themes
 - Efficiency
 - Value
 - Measurability
 - Dense Networking
 - Interactivity
 - Global Marketplace
- Conclusion

Chapter 2 Understanding the Internet

- How must managers think of the Internet today?
- Brief History of the Internet and Web- Classic, Recent Dot-com meltdown (Classic in Appendix at the end of chapter)
- Structure of the Internet- Winner-take-all markets, Bowtie Study
- Laws that govern the Internet- e.g. Metcalfe's law.
- Theories that explain E-Commerce- Porter's new theory, Clayton Christiansen's Disruptive Innovation approach
- Understanding the E-Consumer Experience- Interactivity, Presence, Flow
- Myths About the Internet

Business Models

Chapter 3 Business Model Design

- Objectives
- The Internet Toolkit- Six Cs of E-Business
- The Value Proposition
- Revenue Model Design

- A Process Perspective

Chapter 4 Types of Business Models

- Introduction
- Pure-play B2C Business Models
- Pure-play B2B Business Models
- An Overview of C2B and C2C Businesses
- Bricks and Clicks Business Models
- Understanding the ASP model
- Analysis of Microsoft's .Net initiative

Chapter 5 Amazon.com (CASE STUDY)

- Introduction
- Background
- Vision and Value
- Financial Analysis
- Books-The Entry Point
- Should Amazon.com have remained a bookstore?
- The Associates Program
- Moving Beyond Retailing: Partnering, Zshops, Auctions
- International Growth
- Amazon.com Technology
- Why is Amazon.com not profitable?
- Conclusion

Chapter 6 The Failure of Boo.com(CASE STUDY)

Chapter 7 E-Auctions

- Introduction
- When must a seller choose to sell by auctions?
- Different Types of Auctions
- Auction Business Models
- Bidder Behavior in Auctions
- Fraud

Chapter 8 eBay(CASE STUDY)

Attracting Customers and Building Relationships

Chapter 9 Building Customer Traffic

- Understanding the Customer Acquisition Process: Cost-Benefit Analysis, Setting the Acquisition Budget, Up-Selling vs. Cross-Selling, Quality of Customer Traffic

- Viral Marketing: Types, When to Use It, Negative Aspects, How to manage it
- Search Engine Optimization: Understanding Search Engines, SEO, Limitations of Search Engines
- Free Products/Promotions
- Banner Advertising/Sponsorship: How must managers think of banners, Sponsorships vs. banners
- Affiliate/Associate Programs: Introduction, Variants
- Off-line Techniques: Why, Integrated Marketing Communication
- Traffic Triage

Chapter 10 E-Promotions?

Chapter 11 Personalization

- Introduction
- Terminology
- Arguments for personalization
- Arguments against personalization
- When to personalize
- Two approaches: Consumer-led, Company-led
- Personalization Technology- Profiles, Simple Filtering, Content-based Filtering, Collaborative Filtering, Rules-Based Systems, Computer-Assisted Self-Explication, Profiling.
- Optimum Level of Personalization: Cost-Benefit Analysis
- Personalization and Branding
- Tradeoffs in Personalization
- Implementation Issues

Chapter 12 Permission Marketing

- Introduction
- Insights- Co-creation, Collapsing MR and advertising, Consumer control
- Permission Marketing as a special form of targeting
- Understanding the nature of permission
- E-mail and permission
- Permission vs. Database Marketing
- Permission Marketing for existing customer relationships
- Applications of Permission Marketing
- Permission Marketing Business Models
- Problems

- What every permission marketing program must include
- How to maintain customer interest
- Best practices in permission marketing

Chapter 13 Pricing and Distributing Digital Products

- Introduction- What are digital products?
- Properties of digital products
- Pricing Strategy- Zero pricing, Bundling, Subscription, Site Licensing, Differential Pricing
- Distribution Strategy- Versioning, Content Provider Model, Software Piracy
- Judging the Quality of a Digital Product

Chapter 14 Slatanic- Slate's Disastrous Content Pricing Decision

Chapter 15 Building Online Communities

- What is a community?
- Characteristics of successful communities
- Community and technology
- Distinguishing features of online community
- Why do people join online communities?
- Types of online communities
- Benefits from online communities to corporations
- How to build a successful community?
- Ethics of online communities

Chapter 16 Open-Source Product Development

- Introduction
- Open-Source Licenses: Commonalities and Differences
- Open-Source by the Numbers
- How does an open-source community work?
- Advantages of open-source
- Facilitating factors for success
- Drawbacks of the Open-Source Idea
- How can an enterprise benefit from open-source?

Cutting-edge Topics

Chapter 17 Peer-to-Peer Models and Distributed Computing

- Introduction
- Applications of peer-to-peer systems
- Overview of the technology
 - Distributed computing
 - File Sharing

- Two best-known examples
 - [SETI@Home](#)
 - Napster
- Pitfalls of P2P Systems
 - Free-riding
 - Download failure
 - Scalability
 - Security
- Potential winning business models

Chapter 18 Mobile Commerce

- Introduction
- A Primer on Wireless Internet Technology
- Nature of M-Commerce
- The User Experience
- Key Wireless Applications
 - SMS
 - 802.11 or Wi-Fi
 - Bluetooth
 - Mobile E-mail
 - Mobile Trading
- Potential Winning Business Models

Chapter 19 DoCoMo's I-Mode Phone

- Introduction
- Spectacular growth of DoCoMo
- Key stats about the Internet in Japan
- Why is I-Mode so successful?
- Funk's framework
 - Positive feedback
 - Richness vs. reach
- Six key elements
 - Users
 - Content
 - Phone/Devices
 - Services
 - Business Models
 - Search Engines/Portals
- Travails of Unofficial Sites
- Introduction to WAP technology
- DoCoMo vs. WAP
- WAP Usability
- Global expansion of DoCoMo

Public Policy

Chapter 20 Internet and Public Policy

- Impact of Internet on Human Interaction- Sacred/Intimate Relationships, Social Isolation
- Gambling on the Internet
- Spam
- Privacy
- Digital Divide and Digital Dividends

Chapter 21 Doubleclick's Privacy Snafu(CASE STUDY)

Conclusion

Chapter 22 Managing E-Commerce in the Future

- Technologies of the Future
- Business Models of the Future (e.g. Digital Rights Management)
- Consumers of the Future
- Managers of the Future