**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)

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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
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