

## BRIEF CONTENTS

1
2
30
60
92
124
151
152
184
222
252
290
328
356
397
398
402
441
455

## **CONTENTS**

PART 1: A FRAMEWORK FOR INTERNET MARKETING	•
CHAPTER 1: Introduction	9
The Original WWW	
Commercial Beginnings of the Web	4
The Noncommercial Net: 1969-1994	<u> </u>
The Web Takes Off	-
The Virtuous Web Cycle	(
A .Com World	8
Dramatic Growth	8
Innovative Applications	10
Consumer-to-Consumer Commerce	14
Customers as Partners	17
20th Century Marketing and Technology	17
An Internet Marketing Methodology	21
Our Approach	24
Book Material	24
Endnotes	26
CHAPTER 2: The Digital World	30
Better, Faster, Cheaper	30
Being Digital	32
Digital Technology	32
Digital Benefits for Marketing	33
Moore's Law and Digital Costs	33
What Is Moore's Law?	33
The Power of Exponential Changes	35 35
Using Moore's Law	36
Will Moore's Law Continue?	38
Digital Environments	39
The Folly of Business-as-Usual	39 39
Murray's Digital Storytelling Framework	39 39
Digital Convergence	46

404
124
124
126
126 126
<i>131</i> 139
139
139
144
149
151
152
152
154
154
155
156
157
160
160
163
167
167
168
171
174
180
181
184
184
186
186
187
188
189
190
190
191
193
193
195
197

Online Mass Customization	198
Transparent Customization	201
Collaborative Customization	202
The Critical Role of an Address	202
Personalization Methodologies	204
Endnotes	219
CHAPTER 8: New Product Development and the Net	222
High-Tech Battles and the Browser Wars	222
The Need for Speed	224
Internet Time	224
Business Implications of Internet Time	225
Rapid New Product Development	228
Traditional New Product Development	228
Rapid New Product Development	229
Early Feedback	233
Rapid Release	235
Standards Marketing	236
The Importance of Standards	236
The Two Types of Standards	237
Standards Strategy	241
Information Acceleration	245
Information Acceleration in Market Research	245
Does Information Acceleration Work?	246
Endnotes	248
CHAPTER 9: Traffic and Brand Building	252
Smart Browsing	252
The Battle for Web Traffic	254
Value and Scarcity	254
Elements of a Web Traffic Plan	256
Traffic Builders	260
Domain Names	261
Domain Name Goals	261
Defining Domain Names	262
The Brand-Domain Connection	263
Portal Presence	267
The Importance of Gateways	267
Portal Problems	267
Managing Portal Presence	267
The Emergence of Specialized Portals	270
Publicity and Word of Mouth	270
Electronic Word of Mouth and Diffusion	270
Opinion Leaders Online	273
URL Placement	274
Banners and Buttons	275

The Rise of Interactive Advertising	275
Online Advertising Effectiveness	275 278
Online Advertising May Not Fit All Companies	278 281
Evaluating Traffic Sources	283
Measuring the Returns of Traffic Sources	283
Online Traffic Tracking Capabilities	284
Endnotes	287
CHAPTER 10: Online Community	290
Your Family Tree	
Community Goes Online	290 292
Net Gain or Silicon Snake Oil?	292 292
Defining Online Community	292 295
Fundamentals of Online Community	297
Online Tools	297
Rules	301
Collaboration	303
Repeat Use	308
Community, Private, and Public Goods	309
Launching Online Communities	311
Building Hybrid Communities	311
Mirror Existing Community Benefits	314
Emphasize Growth First	320
Endnotes	325
CHAPTER 11: Pricing in an Online World	328
The Power of Pricing	328
Price Sensitivity and the Internet	330
The Standard Pricing Answer	330
Price Sensitivity and Online Information	331
Real-Time Pricing	338
When Simple Pricing Approaches Fail	338
Lessons from Other High-Speed Markets	339
Auctions	339
Online Rental Markets	344
Yield Management	345
Bundling	348
Endnotes	352
CHAPTER 12: E-Commerce	356
Xmas.com	356
E-Commerce Takes Off	358
E-Commerce Influence, Ordering, and Buying	358
E-Commerce Impact on Web Sites	359
Expands Web-Site Scope	362
The Pace of E-Commerce	367
	507

367
368
372
374
376
376
<i>3</i> 77
379
384
<i>38</i> 4
<i>38</i> 4
390
390
<b>39</b> 3
394
397
398
398
400
401
402
402
404
404
406
408
408
417
423
423
424
428
433
433
435
438
441
455