

---

## Contents

---

Foreword ix

Preface xiii

Introduction xvii

Acknowledgments xxv

## Part I eBusiness

1

### I Business in Internet Time 3

eBusiness Clichés 4

The Landscape of eBusiness 8

Custom Is King 10

Better Never Than Late 11

Killer Apps 12

Reflection 13

Executive Summary 14

<b>2</b>	<b>New Rules, New Game</b>	<b>15</b>	
	Customer Expectations	16	
	Emotionally Intelligent Interfaces	20	
	eBusiness Models	21	
	Statistics and Mass Customization	30	
	New Metrics	38	
	Disruptive Technologies and the Need to Innovate	40	
	Executive Summary	46	
<b>3</b>	<b>Customer Relations</b>	<b>49</b>	
	A Restaurant at the Edge of the Internet	49	
	A Carriage Ride	52	
	Service Standards	55	
	The Satisfaction–Loyalty Connection	58	
	The Loyalty Effect	61	
	Privacy	75	
	Executive Summary	78	
<b>Part 2</b>	<b>Technological Underpinnings</b>		<b>81</b>
<b>4</b>	<b>The Human–Computer Interface</b>	<b>83</b>	
	JoesUsedAutoParts.Com	84	
	The User Interface	86	
	Interface Dialogues	107	
	Interface Personalities	110	
	Evaluating User Interfaces	112	
	The Future	113	
	Executive Summary	114	
<b>5</b>	<b>Bots, Intelligent Agents, and Virtual Personalities</b>	<b>117</b>	
	The Back End: Memory	118	
	It’s Only Logical	124	
	Bots and Intelligent Agents	129	
	Localization and Internalization	134	
	Profiling	135	
	Looking Ahead	137	
	Executive Summary	137	
<b>6</b>	<b>Technological Trajectory</b>	<b>139</b>	
	It’s the Law	141	
	Great Expectations	143	

Let Your Imagination Soar 144  
Digital Cloning 146  
Making It Happen 153  
Executive Summary 164

**Part 3      Putting It All Together      165**

**7   Leveraging Technology   167**

The Sales Process 168  
When Humans Aren't Enough—Or When There  
Aren't Enough of Them 170  
How Technology Can Help 172  
Economic Darwinism in Action 181  
Where Interactive Web Technology Shines 182  
Converting Clicks to Customers 183  
Executive Summary 186

**8   Rate-Limiting Factors   189**

Overview 190  
Technical Factors 192  
Social Factors 197  
Managerial Factors 203  
Economic Factors 204  
Political Factors 206  
Wrap-Up 210  
Executive Summary 210

**9   Making Your Move   213**

The SOAP Method 214  
A Plan 223  
Overriding Principles 226  
Action Items 227  
Follow Up 228  
Resources 229  
The Long View 229  
Executive Summary 232

**References 235**

**Glossary 237**

**Index 249**