

CONTENTS

FOREWORD

INTRODUCTION 1

PART 1

CHAPTER 1 WHAT'S ALL THIS
INTERNET FUSS ABOUT? 5

- THE POWER OF THE UNBRIDLED CONSUMER 8
- FINALLY FACILITATED 8
- SUMMARY 10

CHAPTER 2 E-MASS 13

- THE E-MASS IS REAL! WAKE UP AND
DISCOVER REALITY! 14
- THE FACTS 15
- E-MASS SYNERGY 19
- RETAILERS ONLINE 20
- MANUFACTURERS ONLINE 20
- E-SHOPPING VS. E-BUYING:
A CRITICAL DISTINCTION 22
- SUMMARY 26

CHAPTER 3 E-GENERATION 27

- E-GENERATION 28
- THE LOW-HANGING FRUIT 28
- YOUTH AND E-COMMERCE 31
- THE TECHNOLOGY INFLUENCE 36
- INTERACTIVE TECHNOLOGY 37
- WOMEN AND E-COMMERCE 39
- SUMMARY 41

CHAPTER 4 THE E-PRODUCTS 45

- EXPAND YOUR CONCEPT OF ONLINE
SUCCESS NOW! 48

CONTENTS

| | |
|---|-----|
| SO WHAT PRODUCTS ARE RIGHT FOR E-BUSINESS SALES? | 49 |
| OPEN YOUR EYES! IT IS CRYSTAL CLEAR | 50 |
| ANOTHER E-COMMERCE SURPRISE | 51 |
| PRODUCTS AND SERVICES DIRECTED TOWARD FAMILIES WITH SMALL CHILDREN | 55 |
| SEVERAL NEW ONLINE SALES OPPORTUNITIES | 56 |
| SOMETIMES THE PRODUCT IS NOT THE PRODUCT | 58 |
| SUMMARY | 58 |
| | |
| CHAPTER 5 THE E-EXPERIENCE | 61 |
| SATISFACTION LEVELS OF ONLINE SHOPPERS | 63 |
| WHAT HAVE ONLINE SHOPPERS ALREADY COME TO EXPECT? | 65 |
| BEYOND THE BASICS: FROM E-SOUP TO E-NUTS | 68 |
| PHASE 1 – THE E-SOUP | 69 |
| PHASE 2 – THE E-NUTS | 70 |
| | |
| CHAPTER 6 THE E-REVOLUTION | 75 |
| AUTOMOBILE INDUSTRY | 77 |
| GROCERY SHOPPING | 80 |
| THE MUSIC INDUSTRY | 82 |
| THE E-REVOLUTION HAS BEGUN! | 85 |
| SUMMARY | 88 |
| | |
| PART TWO INTRODUCTION | 91 |
| THE E-MASS | 92 |
| THE E-GENERATION | 94 |
| THE E-PRODUCTS | 95 |
| THE E-EXPERIENCE | 96 |
| THE E-REVOLUTION | 97 |
| SUMMARY | 98 |
| | |
| CHAPTER 7 DEVELOPING THE E-STRATEGY | 99 |
| DEVELOPING THE E-STRATEGY | 100 |
| THE VISIONING CONFERENCE | 101 |
| CORPORATE COMMITMENT TO THE E-STRATEGY | 107 |
| THE INTERNAL STRUGGLE | 109 |
| SUMMARY | 112 |

CONTENTS

| | |
|--|-----|
| CHAPTER 8 BUILDING THE E-EXPERIENCE | 113 |
| AN AUTOMOBILE INDUSTRY SAMPLE VISION | 116 |
| CUSTOM SHOES: A VERY UNIQUE E-EXPERIENCE | 117 |
| UNIQUE E-EXPERIENCES, NEW TECHNOLOGIES | 118 |
| FIRST THINGS FIRST | 120 |
| SUMMARY | 123 |
| CHAPTER 9 THE RECIPE FOR E-SOUP | 125 |
| E-SOUP INGREDIENTS | 126 |
| THE URL | 127 |
| THE SITE LOOK AND FEEL | 128 |
| INFORMATION CONVENIENCES | 129 |
| PRICING STRATEGY | 130 |
| EXPONENTIAL EXPERIENCES | 131 |
| CHAPTER 10 E-NUTS AND E-BOLTS | 133 |
| FIRST CHANCE TO PERFORM | 134 |
| SITE RELIABILITY AND AVAILABILITY | 135 |
| CALL-CENTER SUPPORT | 135 |
| E-MAIL SUPPORT | 136 |
| INVENTORY AVAILABILITY | 137 |
| SHOPPING BASKET | 137 |
| SALES TAX | 138 |
| FREIGHT AND HANDLING | 139 |
| CREDIT CARD ISSUES | 139 |
| PRODUCT PACKAGING AND SHIPPING | 140 |
| TRACKING AND TRACING | 141 |
| RETURNS PROCESSING | 141 |
| INTERNATIONAL SHOPPERS | 142 |
| SUMMARY | 143 |
| CHAPTER 11 | |
| CUSTOMER COST – CUSTOMER VALUE | 145 |
| HOW WE GOT HERE | 146 |
| THE OPPORTUNITY | 148 |
| THE ABC'S OF ACQUIRING A CUSTOMER | 149 |
| THE VALUE OF RETAINING CUSTOMERS | 150 |

CONTENTS

| | | |
|---|-----|-----|
| ONE-TO-ONE MARKETING | 152 | |
| PRIVACY PARANOIA | 153 | |
| SUMMARY | 154 | |
| CHAPTER 12 | | |
| BUILD, OUTSOURCE, OR ACQUIRE? | 155 | |
| TRADITIONAL INFRASTRUCTURE WRONG FOR E-COMMERCE | 155 | |
| TRADITIONAL COMMERCE SUPPLY CHAIN | 156 | |
| E-BUSINESS SUPPLY CHAIN | 158 | |
| HOW BIG IS IT? | 159 | |
| BUILDING VERSUS OUTSOURCING | 160 | |
| PRIORITIZE YOUR E-EXPERIENCE ELEMENTS | 160 | |
| OUTSOURCE COMPLEX E-EXPERIENCE FEATURES | 161 | |
| ACQUIRE? | 164 | |
| SUMMARY | 165 | |
| CHAPTER 13 INTEGRITY IN BUSINESS | | 167 |
| APPENDIX 1 THE DAISYTEK STORY | | 173 |
| APPENDIX 2 HISTORY OF THE INTERNET AND THE WORLD-WIDE WEB..... | | 181 |
| ABOUT THE INTERNET AND THE WORLD-WIDE WEB | 182 | |
| WHAT IS E-COMMERCE OR E-BUSINESS | 188 | |
| HISTORY OF THE INTERNET | 192 | |
| HISTORY OF THE WORLD-WIDE WEB | 195 | |
| COMMERCIALIZATION OF INTERNET TECHNOLOGY | 198 | |
| SUMMARY | 200 | |
| APPENDIX 3 GLOSSARY | | 201 |
| FOOTNOTES | | 205 |