Chapter 3 – Selling on the Web Outlines:

1. Revenue Models for Online Business:
	1. Web Catalog Revenue Models:

1. Discount Retailers

2. Using Multiple Marketing Channels

3. Adding the Personal Touch

* 1. Fee-for-Content Revenue Models:

1. Legal, Academic, Business, and Technical Content

2. Electronic Books

3. Online Music

4. Online Video

* 1. Advertising as a Revenue Models:

1. Advertising-Supported Revenue Models

2. Advertising-Supported Newspapers

3. Advertising-Supported Online Classified Ad Sites

4. Advertising-Subscription Mixed Revenue Models

* 1. Fee-for-Transaction Revenue Models:

1. Stock Brokerage Firms

2. Insurance Brokers

3. Event Tickets

4. Online Banking and Financial Services

5. Travel

6. Automobile Sales

7. Real Estate and Mortgage Loans

* 1. Fee-for-Service Revenue Models:

1. Online Games

2. Professional Services

1. Revenue Strategy Issues for Online Businesses:
	1. Channel Conflict and Cannibalization
	2. Strategic Alliances
	3. Luxury Goods Strategies
	4. Overstock Sales Strategies
2. Using the Web to Connect with Customers:

The Nature of Communication on the Web:

* 1. Mass media: One-to-many communication model
	2. Personal contact: One-to-one communication model
	3. The Web: One-to-one, many-to-one, and many-to-many communication models