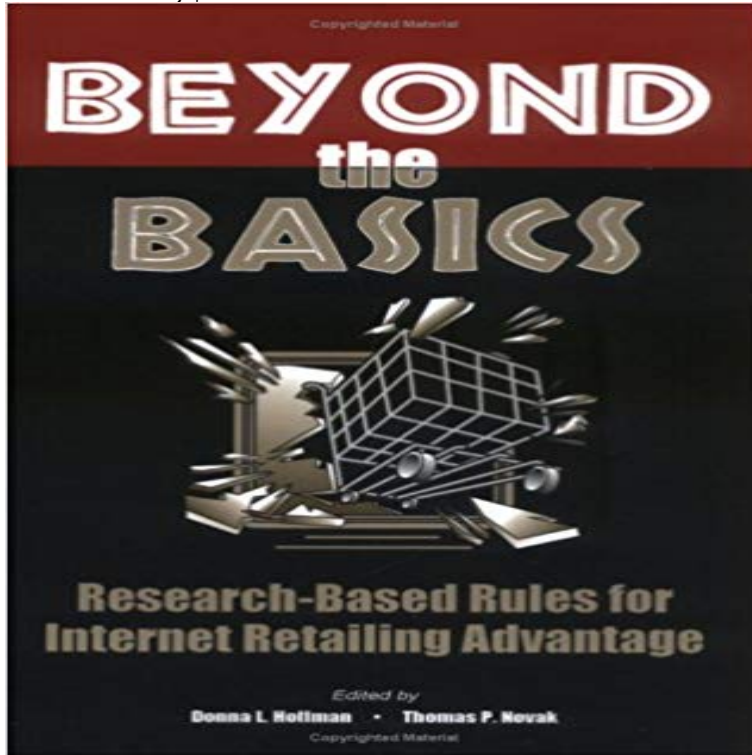


Beyond the Basics: Research-Based Rules for Internet Retailing Advantage



This book, *Beyond the Basics: Research-Based Rules for Internet Retailing Advantage* is a unique experiment in on-demand publishing of applied research on Internet retailing arising out of a collaborative effort among 14 Vanderbilt University M.B.A. and Ph.D. students, under the direction of Professors Donna L. Hoffman and Thomas P. Novak. The book was developed as a guide for managers, students of Internet marketing, and, really, anyone who is interested in seeing how an academic understanding of online consumer behavior can be converted into practical rules for gaining Internet retailing advantage. The book also serves as an effective supplemental text for a course on Internet Marketing. *Beyond the Basics* seeks to bridge the gap between academic research and business practice. The key objective is to effectively translate state-of-the-art research on online customers into a set of operating instructions for real-world success. Many of the motivating problems in the book were directly influenced by evaluations of key priorities provided by the corporate partners of the Vanderbilt University Sloan Center for Internet Retailing. Topics include 1) challenges faced by local Mom and Pop retailers that use the Web to support their businesses; 2) the ways in which retailers can achieve cognitive lock-in; 3) emerging advertising technologies; 4) consumer response to bad product recommendations; and 5) the role of the Internet in encouraging the adoption of self-service kiosks.

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