End of Chapter Questions

2. What are the eight key components of an effective business model?
7. Would you say that Amazon.com and eBay.com are direct or indirect competitors?
   (You may have to visit the Web sites to answer).
8. What are some of the specific ways that a company can obtain a competitive advantage?
11. Why is it difficult to categorize e-commerce business models?
16. What are the key success factors for exchanges? How are they different from portals?
19. How have the unique features of e-commerce technology changed industry structure in the travel business?
21. What are four generic business strategies for achieving a profitable business?

Projects

1. Select an e-commerce company. Visit its Web site and describe its business model based on the information you find there. Identify its customer value proposition, its revenue model, the marketspace it operates in, who its main competitors are, any comparative advantages you believe the company possesses and what its market strategy appears to be. Also try to locate information about the company’s management team and organizational structure. (Check for a page labeled “the Company,” “About Us,” or something similar).

5. Prepare a research report (3 to 5 pages) on the current and potential future impacts of e-commerce technology on the book publishing industry.