

# WEB RULES

## How the Internet Is Changing the Way Consumers Make Choices

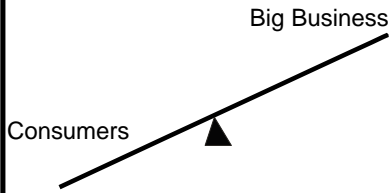
TOM MURPHY

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**MAIN IDEA**

The Internet changes the dynamics of the marketplace by placing the consumer firmly back in the driving seat.



That represents quite a dramatic transition in the balance of power. In recent times, big business and well funded corporations have called the shots, and made decisions on behalf of the consumers. But with the availability of the Internet, consumers are seizing back the initiative to make their own decisions and take control of their own futures – mainly because they’re now better informed and better equipped to search for viable alternatives.

For example, for an individual consumer to find the best bargain, they have to access reliable information about all the choices available in the marketplace. They also have to have the time to search, and the capability to compare one offer with any other cost effectively. The Internet makes that not only feasible, but even possible to be automated or run while something else is being done.

As a result of that transfer of control, the Information Age has the potential to deliver spectacular long-term benefits to consumers. Everything will change – from business and media through to finance, health care, entertainment, politics and education – as the implications of that change in control works its way through the economy.

In the final analysis, the empowerment of the customer is a return to the way business used to be, and the Web Rules are the guides around which that transition is taking place.

*“There was a time when consumers had power. They expected to be treated well. They expected top quality goods. They expected the best possible prices. The customers were kings and queens. The customer was always right. And a merchant who didn’t respect those rules, well, he wasn’t a merchant very long.”*

– Tom Murphy

Section 1 – 9 Key Concepts – The Impact of the Internet on Future Consumer Choices. . . . . Pages 2 - 6

The Internet changes everything by giving consumers more power than at any time in history.

9 Key Concepts  The Impact of the Internet on Future Consumer Choices	1	The Internet returns power back to the consumer – where it belongs.
	2	Media (and entertainment) will become real-time experiences.
	3	A huge number of smart appliances will soon be linked to the Internet.
	4	Everyone will want to control all aspects of their own lives interactively.
	5	Consumers will gain enormous power as Internet shoppers.
	6	The financial services industry will consolidate and move totally online.
	7	Internet delivered primary healthcare will become a practical reality.
	8	Entertainment will mean people watching whatever they want anytime.
	9	People will obtain information from any source they consider reliable.

Section 2 – The 10 Key Rules For Building a Successful Internet Business . . . . . Pages 7 - 8

While the majority of the rules around building a successful Internet business are yet to be determined fully by consumers, companies following these guidelines will at least have a good head start.

The 10 Key Rules For Building A Successful Internet Business	1	The Internet customer is always right. Let them control everything.
	2	Low prices will remain a permanent feature of Internet commerce.
	3	Nothing less than first class service will suffice for an online business.
	4	Offer customers tightly controlled privacy features.
	5	Guarantee satisfaction – with money-back options.
	6	Make any hidden or added costs highly visible instead.
	7	Offer great bonuses and rewards for frequent buyers.
	8	Make clear the company’s location, ownership and business history.
	9	Make your business shopping software or bot friendly.
	10	Learn why people don’t buy from you – and adapt your policies to suit.

