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## StrikingitRich.Com: Profiles of 23 Incredibly Successful Websites You've Probably Never Heard Of (CommerceNet Press)

*Jaclyn Easton*

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**Jaclyn Easton : StrikingitRich.Com: Profiles of 23 Incredibly Successful Websites You've Probably Never Heard Of (CommerceNet Press)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised StrikingitRich.Com: Profiles of 23 Incredibly Successful Websites You've Probably Never Heard Of (CommerceNet Press):

6 of 8 people found the following review helpful. 23 e-to-riches storiesBy JITENDRA MUCHHALA website for home

improvements, another one for motorcycle fanatics, yet another to buy perfumes off the net and one serving as a link to all expats leaving out of Korea(); what is common amongst all of these? simple, these are some of the 23 web-sites which form the subject matter of the well written book ; and the book is exactly what the name suggests;case studies of how these 23 simple looking yet diverse web sites made it big! most of them were not started by "geeks" but plain simple people who felt strongly to present a product or a service over the web..it all started with the concept, the idea and soon , each of these sites became the mecca of it"s regular visitors. there is also now a website which gives snippets to these stories and also some later developments which may have taken place in these companies.. i would recommend this book to anybody as leafing through it, one gets convinced that success and the riches on the internet are all part of the same dictum"it is about business, not technology"3 of 4 people found the following review helpful. Even now, most of these dot coms still existBy A CustomerI came across this book gathering dust in my book case, and thought, ha, how many of these still exist? I sat down at the computer to check them out. I couldn't believe it -- all but one still exist, and in fact are doing very well. Jaclyn Easton really did an amazing job here.What is interesting about these companies is that most of them had a "niche" audience -- they weren't trying to be all things to all people. The people who started them had a specific knowledge of a specific field, and knew exactly who they'd be selling to.Quite a lesson....0 of 0 people found the following review helpful. Excellent practical informationBy Morris Benunthis was a terrific book. short on theory long on practical useful information. reading this book is like taking a month long course in internet marketing. author has a very useful site which provides follow ups on all the stories profiled in the book. buy it!

Success secrets of e-commerce pioneers! What's so important about 213 websites you've probably never heard of? They introduce you to Webpreneurs whose experiences and instincts point the way to the future. You can read about them in Striking it Rich.com. As host of the nationally syndicated radio show "Log On U.S.A." and on-camera Internet correspondent for CBS News, Los Angeles, author Jaclyn Easton is known for cutting-edge e-commerce information and analysis. In this revealing book, she lets you in on unique, proven-effective blueprints for success in every type of Web-based enterprise, including consumer retailing and business-to-business sales information sites that rely on advertising revenue. These exclusive stories of real people making real money on the Web have never been told - until now.

.com If leadership by example is the best way to inspire, you'll find plenty of inspiration in Striking it Rich.com. Rather than write another how-to-build-a-better-Web-site guide, Los Angeles Times columnist Jaclyn Easton profiles 23 successful sites, detailing what has brought these firms to their current status. For those who think reading the stories of Motorcycle Online and HorseNet holds little interest for what they're trying to accomplish, Easton advises in her introduction that a site's content is irrelevant--it's how the business is run that matters. The one point Easton hammers throughout these profiles is that all the site owners are passionate about their businesses--a quality more important than such buzzwords as "interactivity" and "stickiness." All of the subjects tell fascinating yet strikingly similar tales en route to becoming "incredibly successful" (though Easton's use of the term is a bit fuzzy). All of the profile subjects conducted extensive research and think more about how to serve their customers than what type of animation to include on their site. It's hard not to be inspired by a successful Web company whose business offers auctions of remnant steel (Weirton Steel). For anyone who isn't sure how to make a Web-based business a success, Striking it Rich.com is essential reading. --John Frederick Moore "Easton's withering interrogation methods and her experience as a business reporter elicit some precious nuggets of inside information." -- Upside Magazine"StrikingItRich.com reads more like a burst of fascinating short stories than a business book. These are real tales of real people making real money." -- Vic Sussman, Commentator for public radio's"These colorful case studies will introduce you to Webpreneurs whose experiences point the way to the future. It's both fun to read and also helpful." -- Alan M. Webber, Founding Editor, Fast Company Magazine"This book is a must read for anyone currently doing business on the Web or for all those wondering what all the excitement is about." -- David Bohnett, Founder and CEO, GeoCitiesFrom the Back CoverStrikingitRich.com is not a how-to book. It's better. It's a 'how-it-was done book', revealing 23 unique blueprints for success in every type of Web-based enterprise including consumer retailing, business-to-business sales information sites that rely on advertising revenue. These are exclusive stories of extraordinary e-commerce riches, stories that have never been told...until now. "These colorful case studies will introduce you to Webpreneurs whose experiences point the way to the future. It's both fun to read and also helpful. Prepare to take notes!" shy;shy;Alan. Webber, Founding Editor, Fast Company magazine "This book is a must read for anyone currently doing business on the web or for all those wondering what all the excitement is about." shy;shy;David Bohnett, Founder and CEO, Geocities "StrikingItRich.com reads more like a burst of fascinating short stories than a business book. These are real tales of real people making real money." shy;shy;Vic Sussman, Commentator for public radio's "Marketplace" "Easton's withering interrogation methods and her experience as a business reporter elicit some precious nuggets of inside information." shy;shy;Upside Magazine