

# eNews Archive

**July 2006, No. 12**

**Welcome to the Latest Issue of eNews:**

The SRDC is pleased to forward to you the July 2006 issue of eNews. If you see important articles, programs or education products that you would like to have considered for inclusion in future issues, please feel free to let us know. We welcome your comments at any time.

Bo Beaulieu

Director, Southern Rural Development Center

**News and Research:**

**E-Commerce: Putting the Trust Back Online**

*By Jennifer LeClaire, E-Commerce Times*

E-commerce is alive and well. Holiday shopping sales were through the virtual roof last season and analysts predict continued growth in the online channel in 2006. There's only one problem: Security threats seem to be rising almost as quickly as e-shopping revenues. Read more at <http://www.ecommercetimes.com/story/50636.html>

**The New World of E-Commerce Software License Pricing**

*By Andrew K. Burger, E-Commerce Times*

Choosing an e-commerce software system from among the wide variety of vendor offerings available in today's marketplace can be tricky. Once you've settled on a particular application, application package or enterprise system, choosing the form and function that best suits your business needs and organization structure can be equally difficult. It all boils down to selecting the right type of license. Read the entire article at <http://www.ecommercetimes.com/story/50852.html>

**Your Home Page is Your Window Display**

*By Dr. Ralph F. Wilson, Wilson Internet Services*

For online retailers, your home page corresponds to the sidewalk "window display" of a brick-and-mortar store. If you don't catch visitors to your home page in the second or so that they spend viewing your "window display," they'll be gone. Read more at <http://www.wilsonweb.com/art/ecom/window-display.htm>

**Small Businesses Using SEO to Level the Playing Field**

*By Keith Regan, E-Commerce Times*

In the early days of the Web, smart small Internet businesses could compete with just about anyone by working to make sure their Web pages were found first on search engines. Fast forward ten years. Search engines have become increasingly sophisticated. Paid search listings have exploded into the picture. See the full story at <http://www.ecommercetimes.com/story/51350.html>

## **Report Cautions Web Builders About Bad Design**

*By John P. Mello Jr., E-Commerce Times*

Many commercial Web sites fail to pass even basic tests for usefulness and usability largely because their architects use faulty reasoning to justify defective decisions. That's one of the conclusions in a report released by Forrester Research of Cambridge, Mass. See the full story at <http://www.ecommercetimes.com/story/51013.html>

## **Squeezing the Best Value out of CRM, Part One**

*By Erika Morphy, CRM Buyer*

Adopting a CRM system requires a sizable commitment for any firm. Many of the companies making these investments, though, still are not realizing the maximum value for their money due to common missteps before and after the implementation. Read the entire article at <http://www.crmbuyer.com/story/50835.html>

## **Squeezing the Best Value out of CRM, Part Two**

*By Erika Morphy, CRM Buyer*

While the CRM selection process can be unnerving, implementation can be a downright nightmare, and, in some cases, what happens after a project is over can send a company straight back to square one. Read more online at <http://www.crmbuyer.com/story/51109.html>

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## **E-Commerce Successes:**

### **RBJ's Restaurant**

*By Seahee Lee*

The company got its start when Kim Samuelson, owner and president, began making a batch of her grandmother's rhubarb-strawberry spreadable fruit in the kitchen of her RBJ's Restaurant. With the sweet smell wafting from the kitchen, the restaurant patrons were soon asking if they could sample it. It was their urging that got Kim thinking she had something, and prompted her to use the Internet as a business tool. Read the entire article online at <http://www.accesse.info/casestudies/rbfiles/rbj.html>

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## **E-Library Focus:**

Cornell University ILR School

Martin P. Catherwood Library

<http://www.ilr.cornell.edu/library/subjectGuides/ecommerce.html>

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## **Helpful Tools and Resources**

### **Wilson Web's Web Marketing Today**

This thorough and easy to navigate e-commerce site offers free weekly articles on

various e-business topics, seminar listings, a research room and recommendations on software and Web promotion.

<http://www.wilsonweb.com/art/ecom/index.htm>

**Andilinks' About E-Commerce Page**

This site offers an extensive listing of e-commerce resources, from Web site designer directories and startup guides to merchant accounts and e-business research.

[www.andilinks.com/aecom.htm](http://www.andilinks.com/aecom.htm)

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