June 2009, No. 29

## News from the National e-Commerce Extension Initiative

**New Beginner's Guide to e-Commerce Curriculum Released**

The National e-Commerce Extension Initiative presents *A Beginner's Guide to e-Commerce: Easy Tools for Profit* by Dr. Kimball Marshall. This learning module provides guidance to entrepreneurs that may have limited computer skills while promoting the benefits of small-scale Internet-based business. Complete with case studies of successful businesses to serve as role models as well as exercises to sharpen Internet skills, this curriculum also encourages learners to use examples of small businesses from their own lives that sell online. Through the use of this learning module beginning e-commerce students will be able to identify the financial, social and psychological desired rewards of an online business. View *A Beginner's Guide to e-Commerce: Easy Tools for Profit*

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## Coming In June

**Marketing Food Specialty Products Online Curriculum**

Designed to be used with rural/small town grocery store managers and with rural marketers of specialty food products, this new curriculum by Stan Ernst addresses the specific problems faces by food retailers who wish to expand their business far beyond their brick and mortar location. *Marketing Food Specialty Products Online* is set of tools designed to help firm managers evaluate the role of technology in their business, and learn how to begin the process of dealing with the technology or evolving their existing use of information technology into a more prominent place in their business plan. Keep checking The National e-Commerce Extension Initiative's Learning Center for details.

**Funding Opportunity To Be Announced!**

The National e-Commerce Extension Initiative in partnership with the Southern Rural Development Center will post a request for pre-proposals in mid June for the e-Commerce Competitive Grants Program. The intent of this program is to support the development and expansion of innovative educational resources focusing on key e-commerce topics. Please check the National e-Commerce Extension Initiative home page in the next few weeks for submission details.

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## Spotlight on Security

**Can SMBs Live Without Mobile Security?**
By Brian Hook

The cost of providing security for a wide variety of mobile devices -- both inside and outside of company walls -- may seem prohibitive to many businesses. However, when the cost of a potential data breach is taken into account, it may start looking like a bargain. Continue reading at http://www.ecommercetimes.com/story/Can-SMBs-Live-Without-Mobile-Security-67168.html.

**Are Your "Secret Questions" Too Easily Answered?**
By Robert Lemons

Research finds that the answers to secret questions used to retrieve forgotten passwords are easily guessed. To review suggestions for improvement to these important online security questions, go to http://www.technologyreview.com/web/22662/.

**Data Security's $64 Billion Question: Who Are You?**
By Richard Adhikari

Preventing the theft or loss of private customer data requires a system of authentication that is able to ascertain the identity and associated permissions of every single person on a given network. In an enterprise, that's no simple task. Vendors are hot to offer solutions tailored to just about any environment, but before an enterprise hops out on a shopping spree, it should set up some basic ground rules.  For more on managing data, visit http://www.technewsworld.com/story/67179.html?wlc=1243516434.

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### Entrepreneurial Profile

**Helping Businesses Save Cities**
by Sheena Harrison

In the midst of a struggling economy, the Small Business Administration is hoping to create jobs and generate wealth in hard-hit urban communities by boosting small-business growth through its Emerging 200 initiative. The government's Emerging 200 program aims to boost job growth by training inner-city entrepreneurs to expand their businesses. See how it's playing out in five cities at http://money.cnn.com/galleries/2009/smallbusiness/0905/gallery.emerging_200.smb/.

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### The Customers Corner

**Cost-Cutting E-tailers Look to Retain Customers**
By Michelle Megna

The recession is prompting online store owners to shift their marketing priorities, with customer retention and social marketing topping the list. As the souring economy persists, e-tailers are spending more attention to keeping the customers they have, turning to social media and other emerging marketing techniques. For more tips and

ideas go to: http://www.internetnews.com/ec-news/article.php/3818846/CostCutting+Etailers+Look+to+Retain+Customers.htm

**E-Commerce Ace in the Hole: Drop Shipping**
By Sean Cook

Shipping can be an e-tail nightmare if it's not managed well. On the other hand, an effective shipping program can be a boon to the bottom line. E-tailers interested in setting up a cost-effective drop-shipping program should consider whether their e-commerce platform has the functionality necessary to do the job well. For more information go to: http://www.ecommercetimes.com/story/66940.html

**The Wide Open World of Web Site Search**
By Diane Stresing

Google and Yahoo may be the undisputed Internet search leaders, but they've left plenty of room for smaller competitors to make their mark with other site search technologies. For e-commerce operations, the way customers search once they land on a site can be just as critical as the way they get there in the first place. Those who don't find what they want -- and fast -- won't stick around. For other site searching solutions read on at http://www.ecommercetimes.com/story/66930.html.

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**A Social Networking Series**

**Making Social Networks Pay**
By Ned Madden

Part 1: Strategies and Technologies

Millions of Web users around the world have latched on to social networking sites, and many turn to them almost every day to communicate with friends. Popularity doesn't necessarily equal income, but there exists great potential for companies to leverage social networks into powerful research and marketing tools. To read Part 1 go to http://www.crmbuyer.com/story/66854.html.

Part 2: Players and Products

Although social network marketing has been generating plenty of interest as the ranks of Facebookers and MySpacers swell, an advertiser can't just jump in headfirst. Here's a rundown of some of the more established players in social network marketing and a look at some of the products and services they offer. To read Part 2 go to http://www.crmbuyer.com/story/66914.html.

Part 3: An Eye on Privacy

For marketers, the body of personal information that online social network users reveal about themselves is a gold mine. However, great care must be taken to handle that data honorably. Even though users put forth that info of their own free will, guidelines concerning how it can be used and how it can be shared must be followed. For the conclusion go to http://www.ecommercetimes.com/story/66978.html.

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