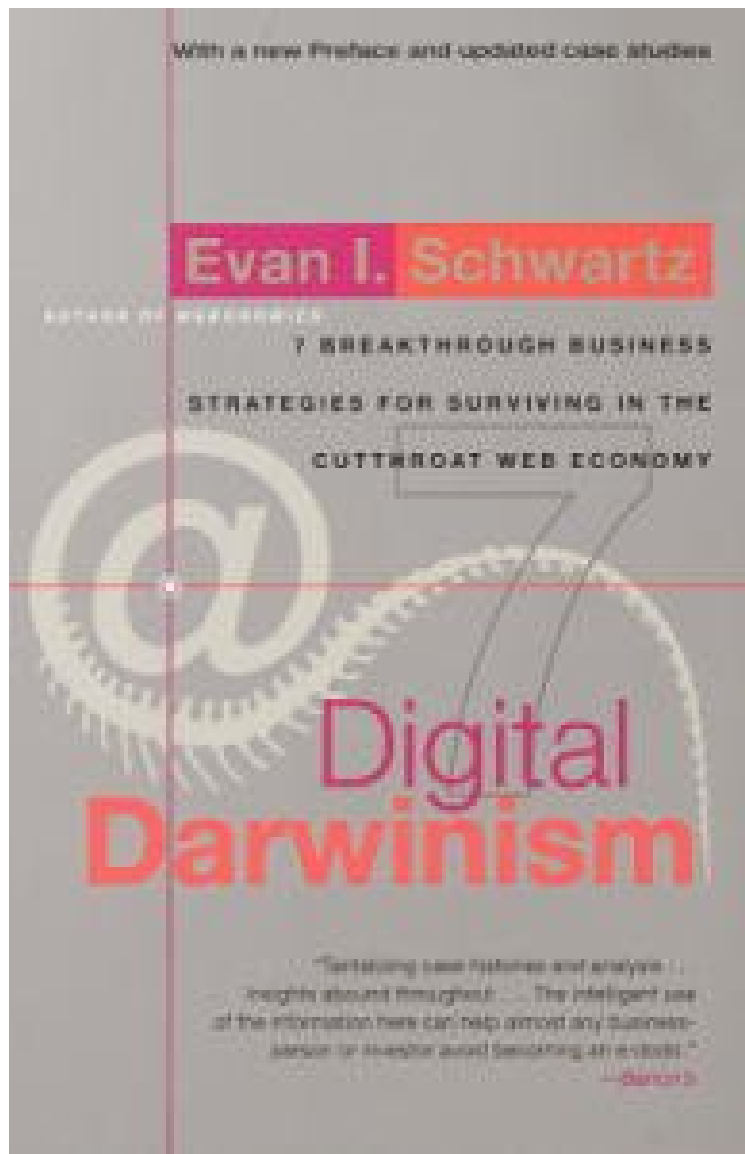


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Digital Darwinism: 7 Breakthrough Business Strategies for Surviving in the Cutthroat Web Economy

Evan I. Schwartz

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Don't let the rapid evolution of the Internet economy leave your business extinct before its time! Here are the key strategies you need to keep your company alive, growing, and profitable in today's volatile Web climate. The dramatic boom that took place in the Web economy is over. The glory days when companies with strong ideas and weak business plans could easily get millions to launch their businesses are long gone, and in today's tougher, more cutthroat economic arena, natural selection is rampant. Companies need to be smarter, faster, more innovative, and more adaptable than ever before just to survive, let alone succeed. In *Digital Darwinism*, Evan Schwartz provides seven business strategies that can make or break any Web business. In a new preface and updated case studies, Schwartz discusses the dramatic rise and fall of the Web and analyzes the companies that have made it and those that haven't, from Priceline to Pets.com, and spells out step-by-step techniques such as building your brand, remaining flexible as supply and demand fluctuate, and integrating the Web into every part of your business. The perfect source for everyone from novice entrepreneurs to corporate CEOs, *Digital Darwinism* provides a comprehensive and unflinching look inside the highly competitive world of e-commerce and distills the critical strategies that Web-based businesses need to follow in order to survive in what has become the world's fastest, and most dangerous, marketplace.

.com Over the last few years, the big bang of the World Wide Web has shaken the realm of commerce. Today on the Internet, you can get everything from phone numbers and dancing babies to golf clubs and custom-built computers. Some of these Web sites are businesses that found their genesis in the advent of the Web itself, while others are longstanding companies trying to adapt to the reality of this new digital marketplace. Who will survive and who will be rendered extinct? That's what Evan I. Schwartz tries to answer by dipping into the Internet's "primordial soup" to discover the characteristics of the winners that will eventually emerge. In *Digital Darwinism*, Schwartz identifies seven strategies that will separate the winners from the losers. These include building a brand that stands for solving something, elastic pricing, affiliate partnerships, and integrating digital commerce with every aspect of business. Schwartz buttresses his arguments with analysis of dozens of companies already competing on the Internet, including Yahoo!, Peapod, Priceline, E*Trade, Dell Computer, and Recreational Equipment, Inc. Schwartz views these early years of the Web as largely "irrational," but anticipates a general rationalization. He writes, "As each successive generation of Web commerce passes, there will be more rational companies and fewer irrational ones, more fit business models and fewer unfit ones. In the future, there may be no such thing as an Internet company. The Internet is becoming so important that all companies will eventually become Internet companies." Like his previous book, *Webonomics*, *Digital Darwinism* is succinct and easy to read. His analysis of the current state of Internet startups, their stock prices, and their probable fate is provocative, especially when viewed from a Darwinian perspective. For managers, investors, and anyone interested in Internet commerce. Recommended. --Harry C. Edwards "Seven strategies will separate the winners from the losers."--Dallas Business Journal "Lively and engaging... Schwartz's method is admirably inductive... keep[ing] the focus on real people dealing with practical problems."--Ernst and Young Management From the Inside Flap
Don't let the rapid evolution of the Internet economy leave your business extinct before its time! Here are the key strategies you need to keep your company alive, growing, and profitable in today's volatile Web climate. The dramatic boom that took place in the Web economy is over. The glory days when companies with strong ideas and weak business plans could easily get millions to launch their businesses are long gone, and in today's tougher, more cutthroat economic arena, natural selection is rampant. Companies need to be smarter, faster, more innovative, and more adaptable than ever before just to survive, let alone succeed. In *Digital Darwinism*, Evan Schwartz provides seven business strategies that can make or break any Web business. In a new preface and updated case studies, Schwartz discusses the dramatic rise and fall of the Web and analyzes the companies that have made it and those that haven't, from Priceline to Pets.com, and spells out step-by-step techniques such as building your brand, remaining flexible as supply and demand fluctuate, and integrating the Web into every part of your business. The perfect source for everyone from novice entrepreneurs to corporate CEOs, *Digital Darwinism* provides a comprehensive and unflinching look inside the highly competitive world of e-commerce and distills the

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