



Fig. 23.1 eBay home page. (Courtesy of eBay.)

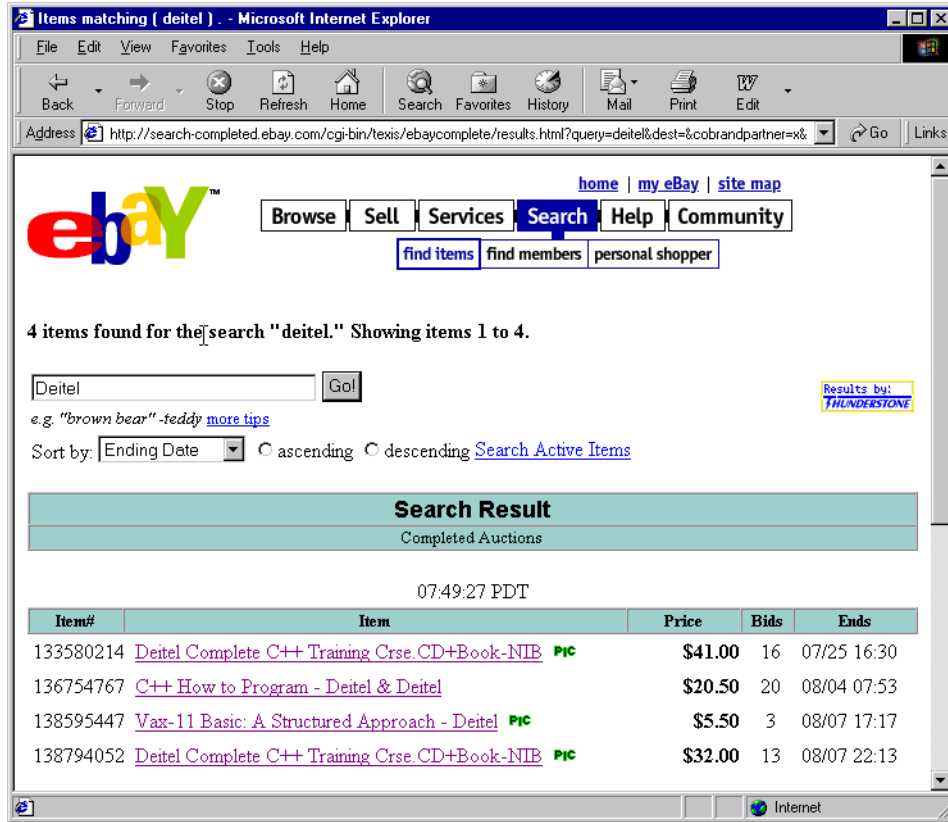


Fig. 23.2 Searching <http://www.ebay.com> for specific items up for auction. (Courtesy of eBay.)

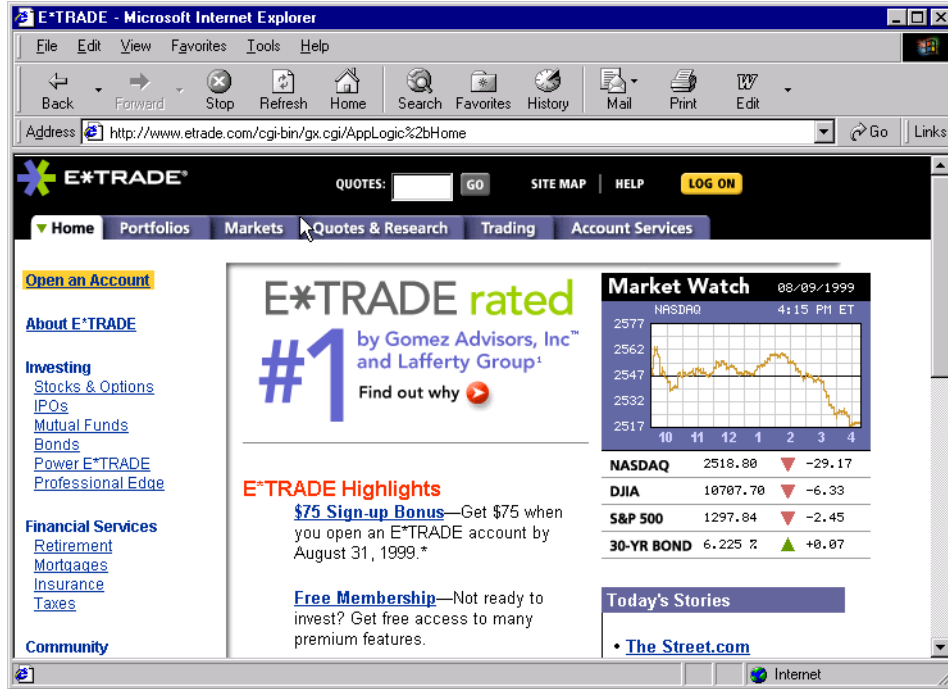


Fig. 23.3 E*TRADE¹ home page. (All images from <http://www.etrade.com> are copyright 1999 E*TRADE Securities, Inc. Used with permission. All rights reserved.)

1. E*TRADE is a registered trademark of E*TRADE Securities, Inc. Other marks of E*TRADE that appear on its Web site are owned worldwide exclusively by E*TRADE Group, Inc. or its subsidiaries.

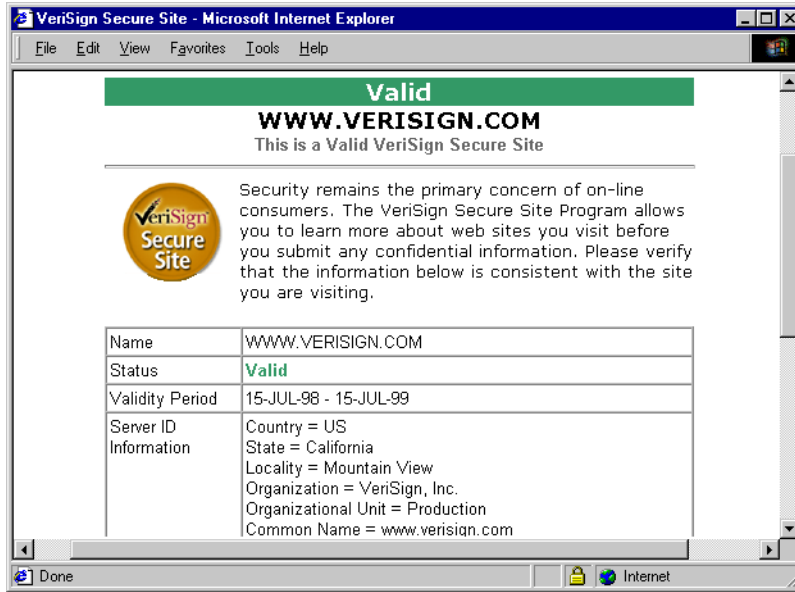


Fig. 23.4 VeriSign digital certificate. (Courtesy of VeriSign.)



Fig. 23.5 CyberCash home page. (Copyright 1996-1999 CyberCash, Inc. Used with permission.)

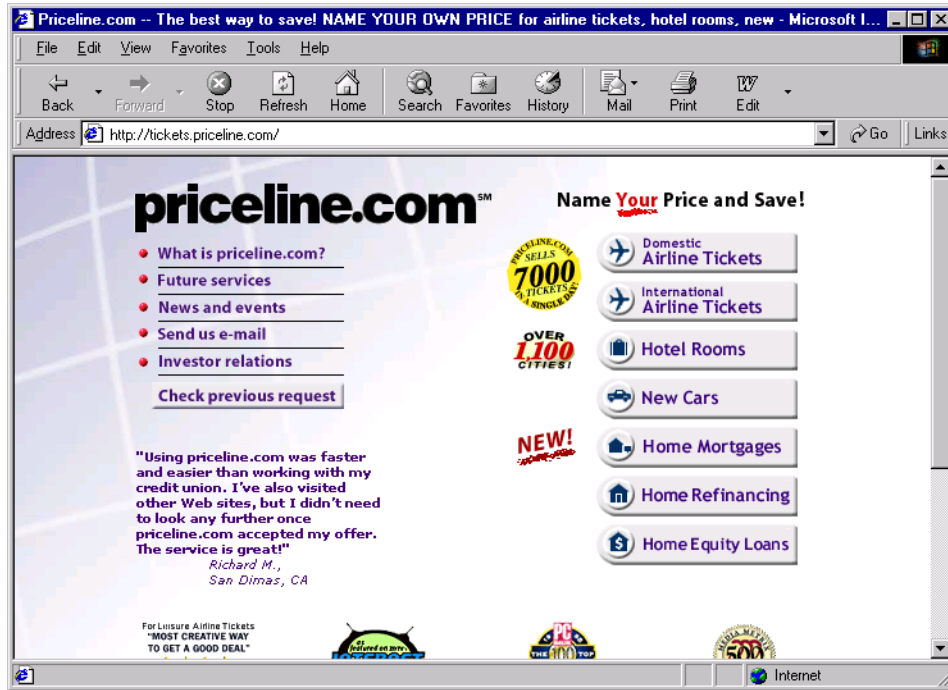


Fig. 23.6 Priceline.com home page. (Courtesy of Priceline.com.)

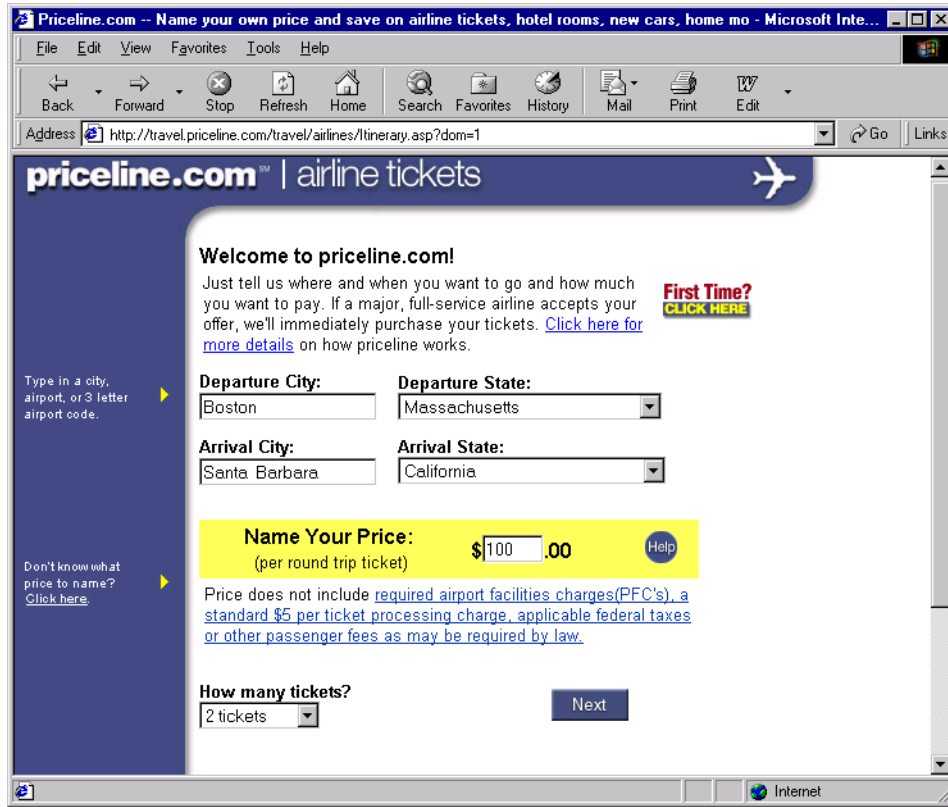


Fig. 23.7 Selecting a route and entering a bid for tickets with Priceline.com. (Courtesy of Priceline.com.)

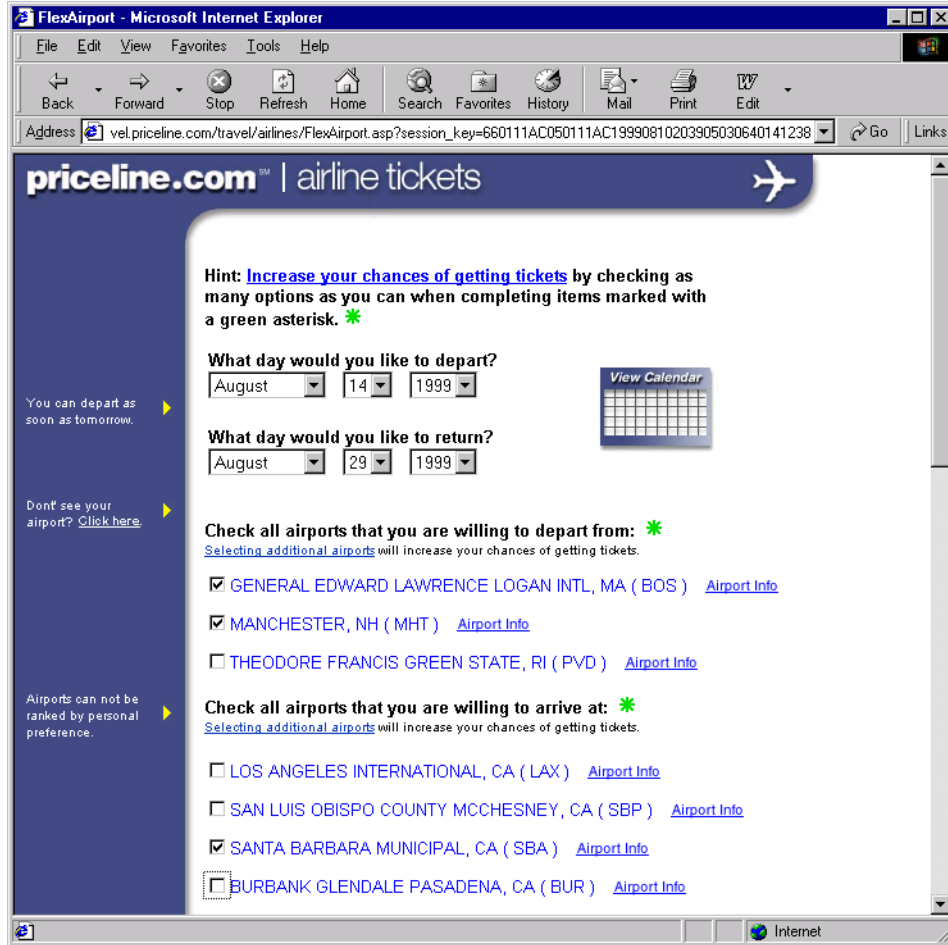


Fig. 23.8 Customers select multiple options to increase the chance of a successful bid on Priceline.com. (Courtesy of Priceline.com.)



Fig. 23.9 [Bottomdollar.com](http://www.bottomdollar.com) searches the Web for products and the best available prices. (Courtesy of WebCentric, Inc.—Owners and Operators of [Bottomdollar.com](http://www.bottomdollar.com).)



Fig. 23.10 Setting up an e-commerce site with Yahoo! Store. (Courtesy of Yahoo!)

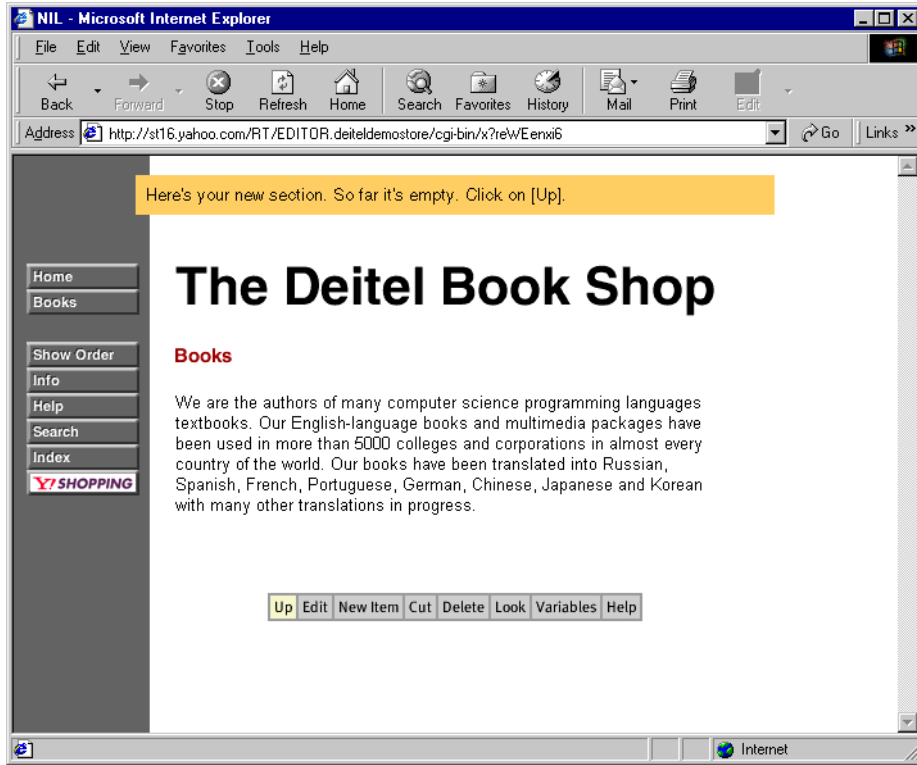


Fig. 23.11 Setting up the first product segment in our demo Yahoo! Store. (Courtesy of Yahoo!)

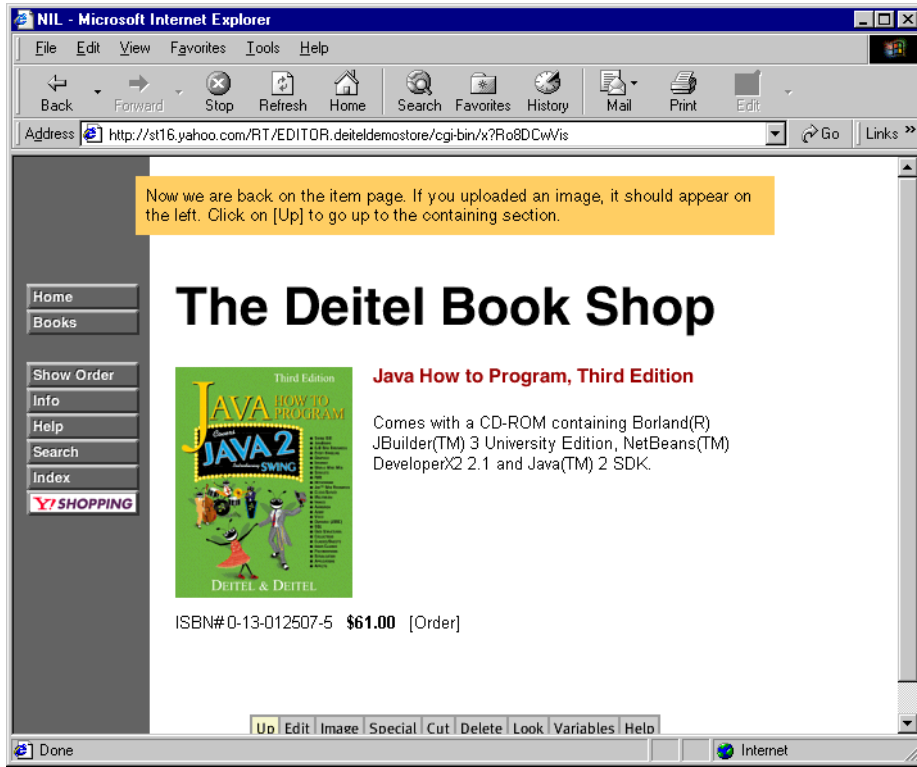


Fig. 23.12 A sample catalog page in our demo Yahoo! Store. (Courtesy of Yahoo!)

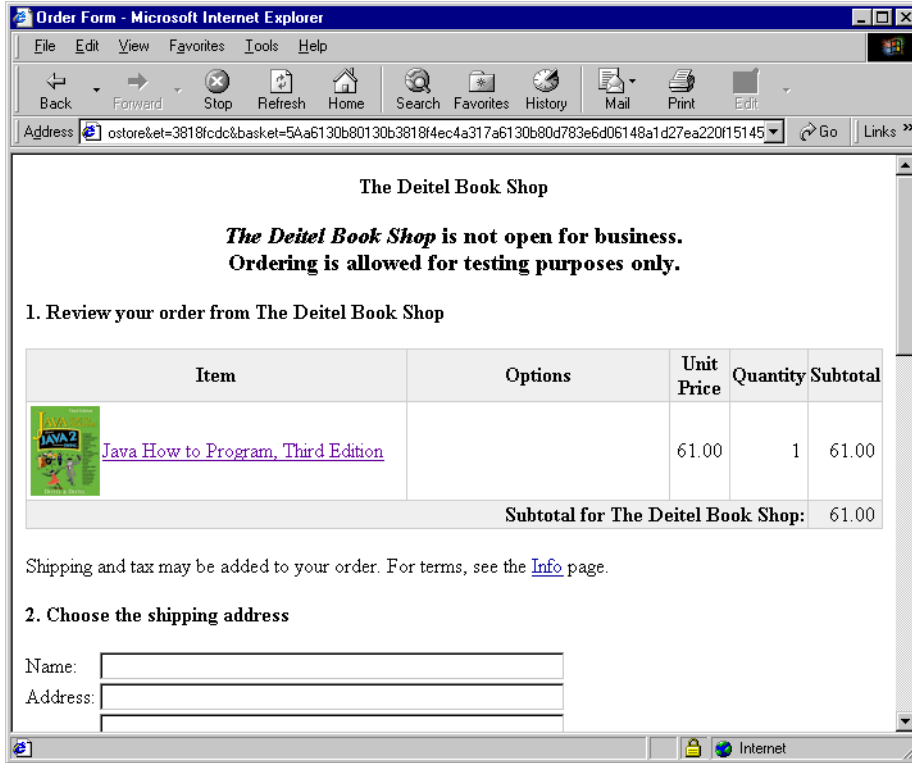


Fig. 23.13 Yahoo! Store shopping cart. (Courtesy of Yahoo!)