





Chapter 23

Tools Help Stop Refresh History Search Favorites Edit Address 🎒 http://www.ebay.com/ ▼ ∂Go Links home | my eBay | site map Browse Sell | Services | Search | Help | Community your personal trading community™ search tips What is eBay? categorieS How do I bid? Antiques (59200) **Get** news How do I sell? Sell your Books, Movies, Music and chat Register, it's free! item Coins & Stamps (93129) statS Collectibles (773367) 2,458,964 items for Register 527, sale in 1 Computers (83685) Click here categories now! Dolls, Figures (47638) Over 1.5 billion page featurEd Jewelry, Gemstones views per month! 36Bit High End 1200x600 Scanner BLOWOUT 20@\$1 Photo & Electronics (43212) ~New The Day You Were Born CD~ This is Cool! fun sTuff The special Pottery & Glass (147446) <u>Iwerks Turbo Ride Simulator Video Theater</u> Charter Sports Memorabilia John F. Kennedy Jfk Promo Bear Rare Visa/Mc/A Subscription Rare Mint Ty Maple The Bear Made In Indonesia offer to eBay Toye Roan Rag Pluch Done Internet

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

















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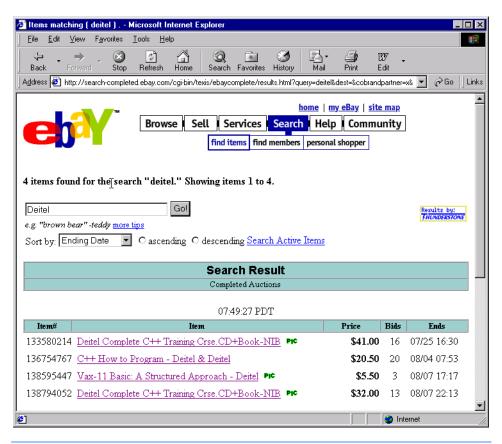


Fig. 23.2 Searching http://www.ebay.com for specific items up for auction. (Courtesy of eBay.)

















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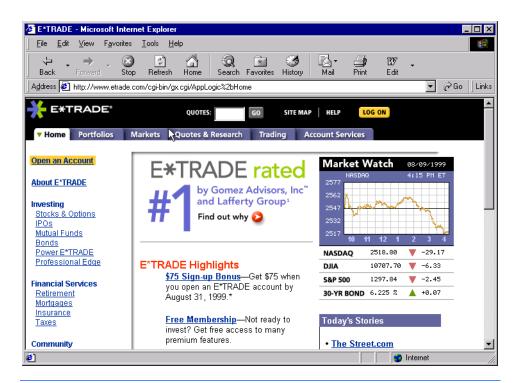


Fig. 23.3 E\*TRADE<sup>1</sup> home page. (All images from http://www.etrade.com are copyright 1999 E\*TRADE Securities, Inc. Used with permission. All rights reserved.)

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























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















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







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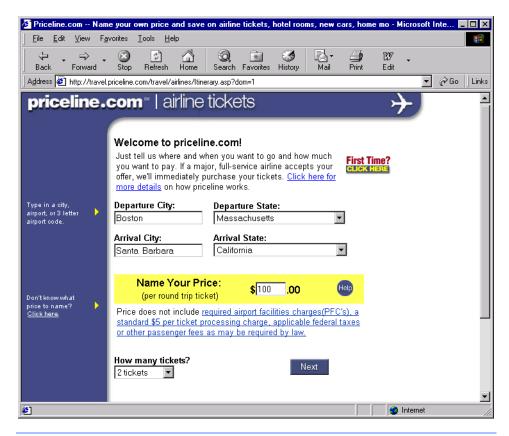


Fig. 23.7 Selecting a route and entering a bid for tickets with **Priceline.com**. (Courtesy of **Priceline.com**.)

















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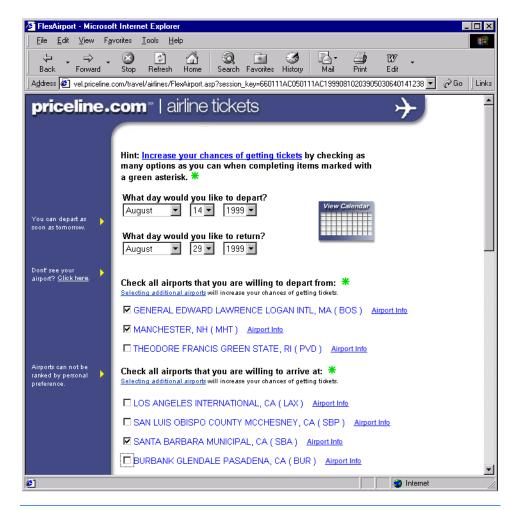


Fig. 23.8 Customers select multiple options to increase the chance of a successful bid on **Priceline.com**. (Courtesy of **Priceline.com**.)



















**Fig. 23.9 Bottomdollar.com** searches the Web for products and the best available prices. (Courtesy of WebCentric, Inc.—Owners and Operators of **Bottomdollar.com**.)















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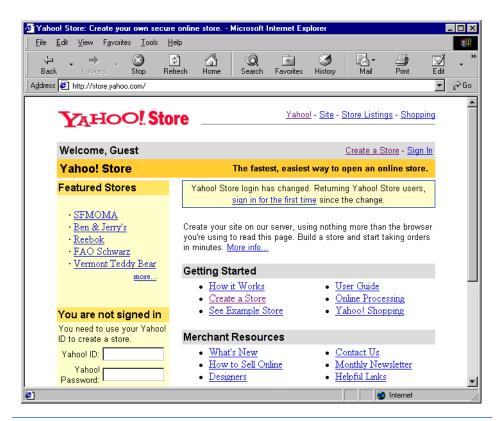


Fig. 23.10 Setting up an e-commerce site with Yahoo! Store. (Courtesy of Yahoo!)



















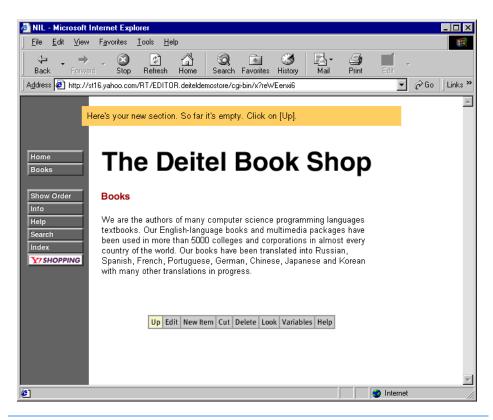


Fig. 23.11 Setting up the first product segment in our demo Yahoo! Store. (Courtesy of Yahoo!)

















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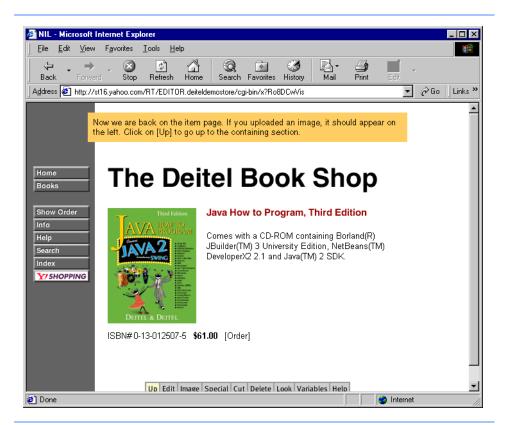


Fig. 23.12 A sample catalog page in our demo Yahoo! Store. (Courtesy of Yahoo!)

















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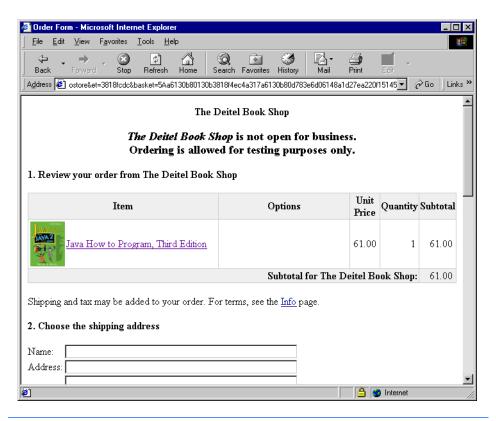


Fig. 23.13 Yahoo! Store shopping cart. (Courtesy of Yahoo!)







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