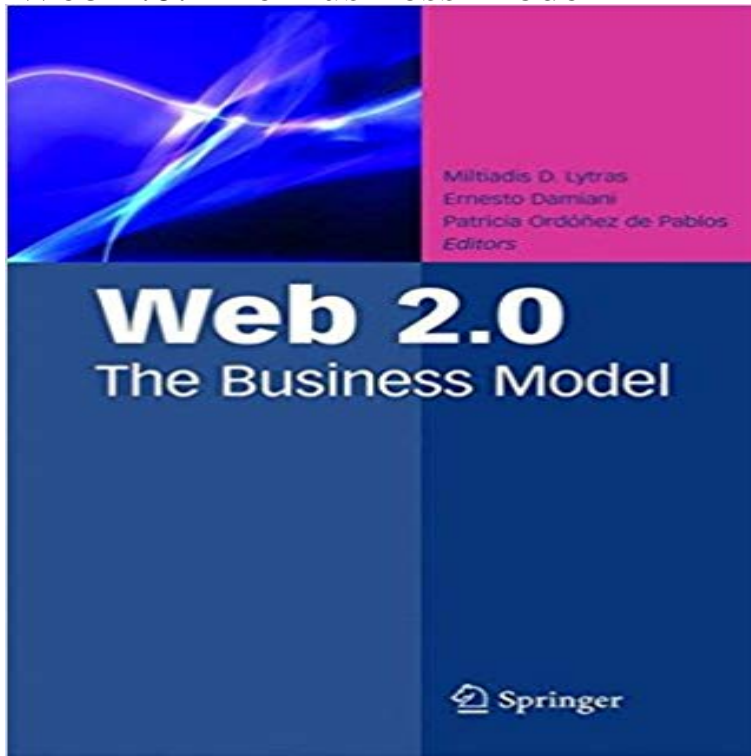


Web 2.0: The Business Model



While the web itself is about twenty years old, businesses are still implementing the technology into the fabric of the business model. The background section will focus on defining the building blocks for the framework including defining the basic components of Web 1.0 which focused on the presence and business transaction. The Web 2.0 section will focus on defining the basic building blocks of customer interactions, while the final section will focus on a review of the wine industry.

2.1 Web 1.0: Presence and Electronic Commerce

The term Web 1.0 emerged from the research around the development of Web 2.0. Prior to this, researchers commonly referred to Web 1.0 as Electronic Commerce or E-Business. Whereas, web 1.0 focused on a read-only web interface, Web 2.0 focuses on a read-write interface where value emerges from the contribution of a large volume of users. The Internet initially focused on the command and control of the information itself. Information was controlled by a relative small number of resources but distributed to a large number which spawned the massive growth of the web itself. Like television before it, the web allowed for the broadcasting of information to a large number of users. Initial web sites were built simply to communicate presence or provide information on the business itself. This component includes information like marketing materials, investor relations, employment opportunities, and product information.

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McCrady quotThe central **Web 2.0 monetization by Google AdSense, Where is the business** business models through Web 2.0. For this reason, Internet business models are first classified based on the 4C-Net-Business-Model typology (Wirtz 2000 Wirtz. **What Is Web 2.0 - OReilly Media** Web 2.0 Business Model 1) Existing Business Ideas 2) Web 2.0 Technology Facebook (Connect), Twitter SEO/SEM, Blogs, Email E-Commerce **Web 2.0 - Springer** Tim OReilly attempts to clarify just what is meant by Web 2.0, the term first coined at Design Patterns and Business Models for the Next Generation of Software. **New forms of interaction and knowledge sharing on Web 2.0** Web 2.0 is one of the most prominent business models for information systems available today. It brings together technology and social networks, and the **Web 2.0 Business Model:KISS (Keep - SlideShare** Business Models of the Web 2.0: Advertising or the Tale of Two Stories. Orange Labs, Sense (Sociology & Economics of Networks & Services). Jean-Samuel **Web 2.0 and Digital Business Models - Springer Link** Web 2.0. The Business Model Web 2.0 Business Models as Decentralized Value Creation Systems A Model for Business Innovation in the Web 2.0 World. **Web 2.0 Business Model 1) - SlideShare** Web 2.0: The business model. ed. / Miltiadis D. Lytras Ernesto Damiani Ordonez de Pablos Patricia. New York : Springer Science+Business Media B.V., 2009. **Web 2.0 Business Models - Ken Yarmosh** While the web itself is about twenty years old, businesses are still impleme- ing the technology into the fabric of the business model. 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Abstract: This thesis investigates and offers insides on how **Web 2.0 - The Business Model Miltiadis D. Lytras Springer** While advertising-supported content delivery represents an established long-term media business model, Googles plug-in Just copy and