

# From content to money (and other good stuff in between)

Eric Reiss  
@elreiss  
ICMA

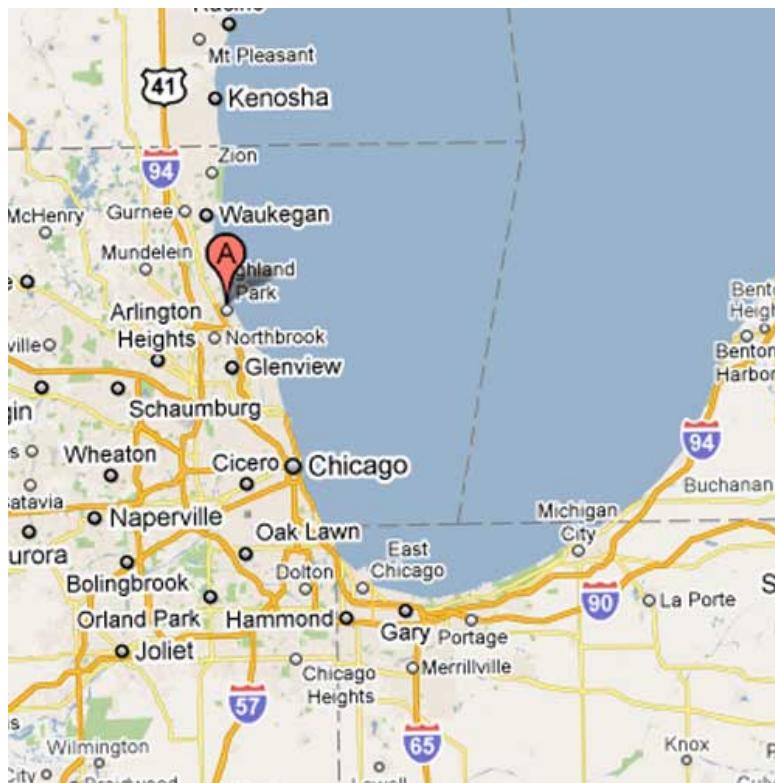
April 28, 2011  
Nice, France



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Tuesday

*The Highland Park Flyer*



Total costs - \$200

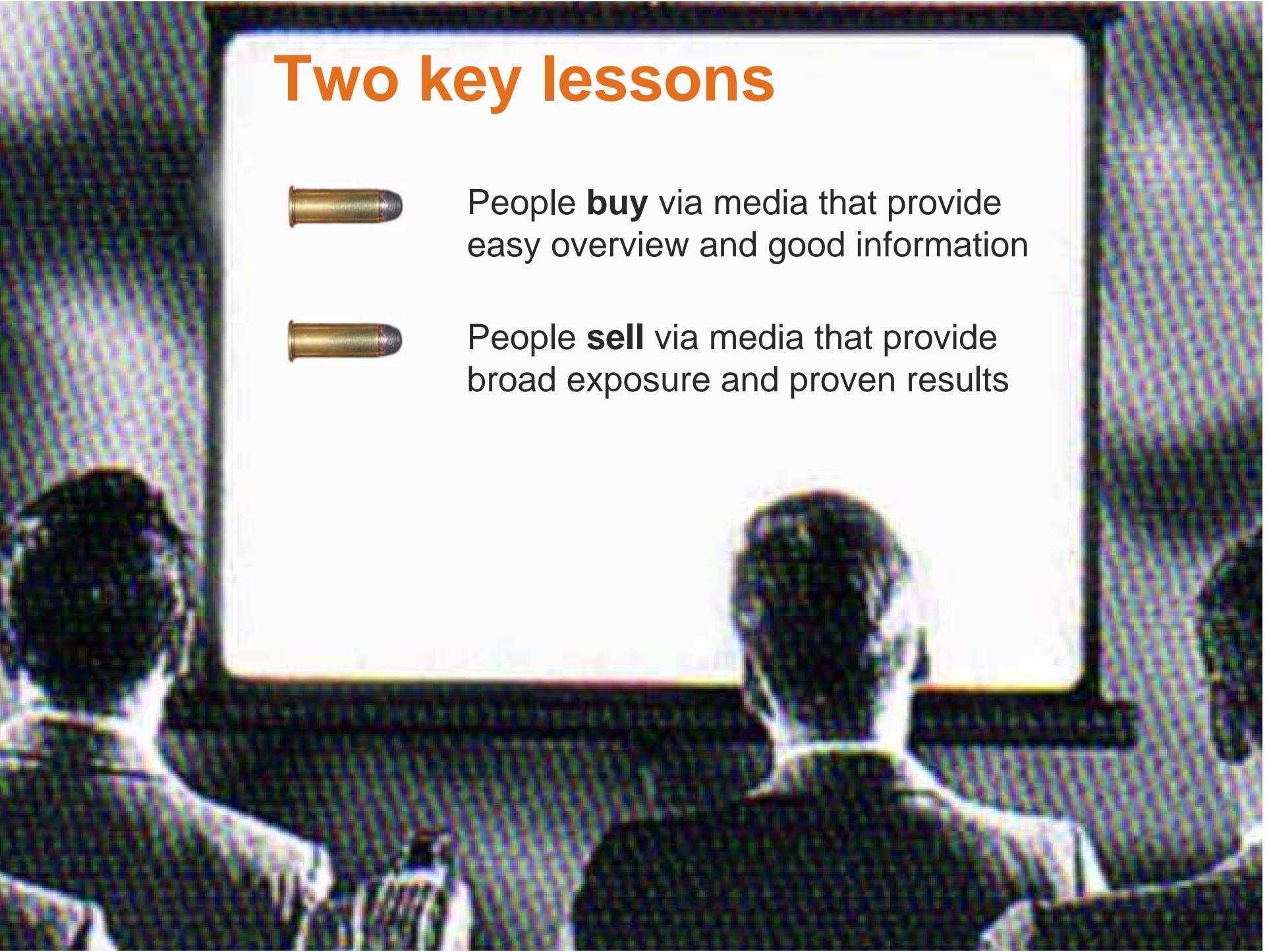
Sunday

**Chicago  
Tribune**



Sale price - \$800

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## Two key lessons



People **buy** via media that provide easy overview and good information



People **sell** via media that provide broad exposure and proven results

**Three questions to kick things off...**

# Question #1

Are you alone in your market?

The image is a collage of screenshots from various business classifieds websites, illustrating the lack of competition in the market. The websites shown are:

- TNOL**: A national classifieds site with a search bar and a list of 564,347 listings.
- The Classified Connection**: A site for buying and selling businesses.
- Daltons**: The UK's largest free classifieds site for businesses.
- elist**: A site for classifieds, buy, sell, and trade stuff online.
- IndiaList**: The complete classifieds portal.
- HobbyWatch**: A site for buying and selling hobby items.
- Used Harley Classifieds**: A site for buying and selling used Harley-Davidson parts.

Each website shows a high volume of listings, indicating a lack of local competition for these specific business categories.

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## *Fact of life #1*

*The more crowded your market,  
the more your quality of service  
will differentiate your application.*

## Question #2

Are you encouraging your visitors to come back?



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## *Fact of life #2*

*Without repeat business, your venture will ultimately fail due to the law of diminishing returns.*

# Question #3

Are you letting your business model get in the way of good user experience?

**Quick Question Before Viewing Site**

 Please tell us ...

**What are you looking for?**  
(i.e. diamond, touch wood sh 08cti, free, etc.)  \*

**Paid-To-Surf program name:**  
(If not applicable, type "None")  \*

**View Site Now »**

## *Fact of life #3*

*Achieving your business goals  
depends 100% on your ability  
to meet the needs of those who  
use your online application.*

# Today's topics

-  Defining innovation
-  Improving service
-  Building shared references

# in·no·va·tion

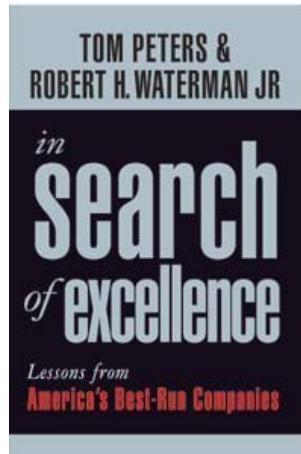
*noun*

- 1 : the introduction of something new
- 2 : a new idea, method, or device

# best practice

*noun*

- 1 : best way of doing a thing
- 2 : a tested idea, method, or device

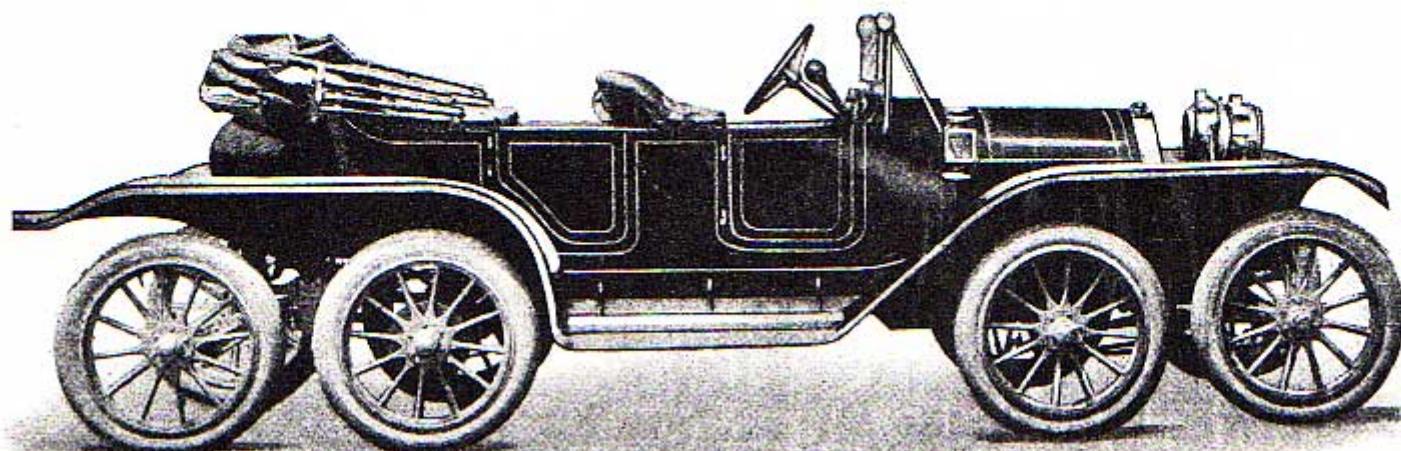


**FatDUX**

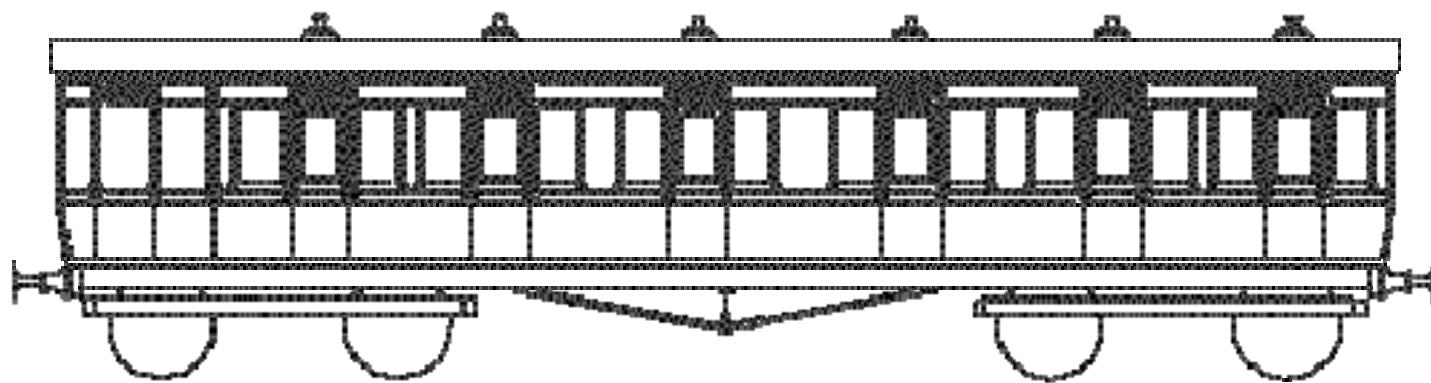
# Three bad reasons to innovate

-  To differentiate your product/service
-  To be “original”
-  To satisfy your ego

# THE OCTOAUTO



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5060

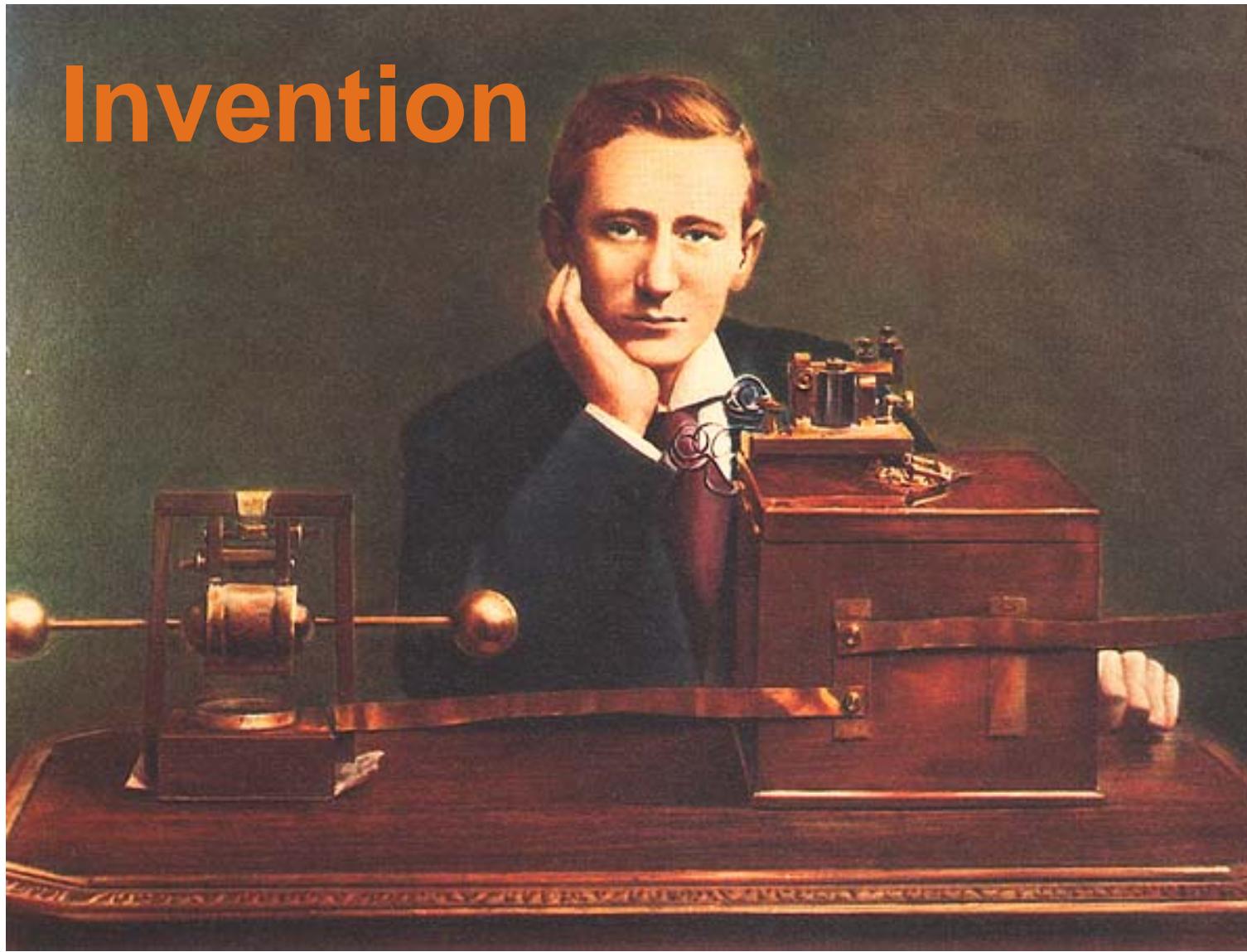
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# Experiment



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# Invention



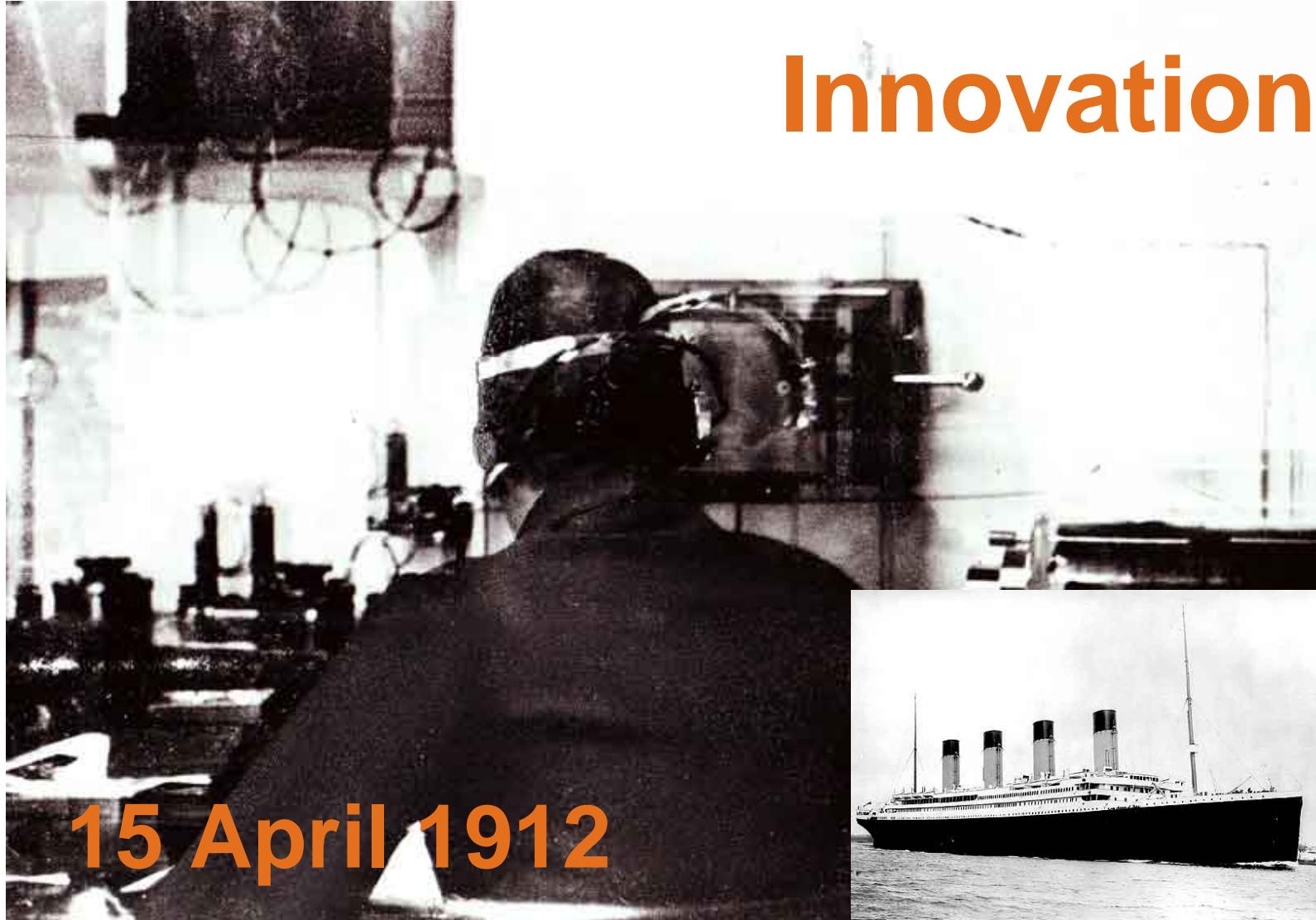
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# Invention



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# Innovation



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Form No. 1-100.—17.11.21.

Send date 16 April

# The Marconi International Marine Communication Company, Ltd.

WATERGATE HOUSE, YORK BUILDINGS, ADEPHIL, LONDON, W.C.

No. 311 Celtic OFFICE 15 April 19

Prefix 105 Code \_\_\_\_\_ Words \_\_\_\_\_

## CHARGES TO PAY.

Marconi Charge ...

Other Line Charge ...

Delivery Charge ...

Total ...

Office mail to DKF Time mail 11:30 A.M. By wire mail 3

Office of Origin Titanic

Service Instructions:

**COPY**

READ THE CONDITIONS PRINTED ON THE BACK OF THE FORM

To:

lgf

<u>lgf</u>	<u>regain</u>	<u>vacant</u>	<u>position</u>	<u>1146 h</u>
<u>50.14 N</u>	<u>struck</u>	<u>iceberg</u>		
		<u>Titanic</u>		

General Sales, Printers, etc., London, E.

## PLEASE ASK FOR OFFICIAL RECEIPT.

Code Addresses registered only with Cable Companies are not available for messages through British Post Office Stations.

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**There is **only one reason** to innovate...**



**to solve a problem!**

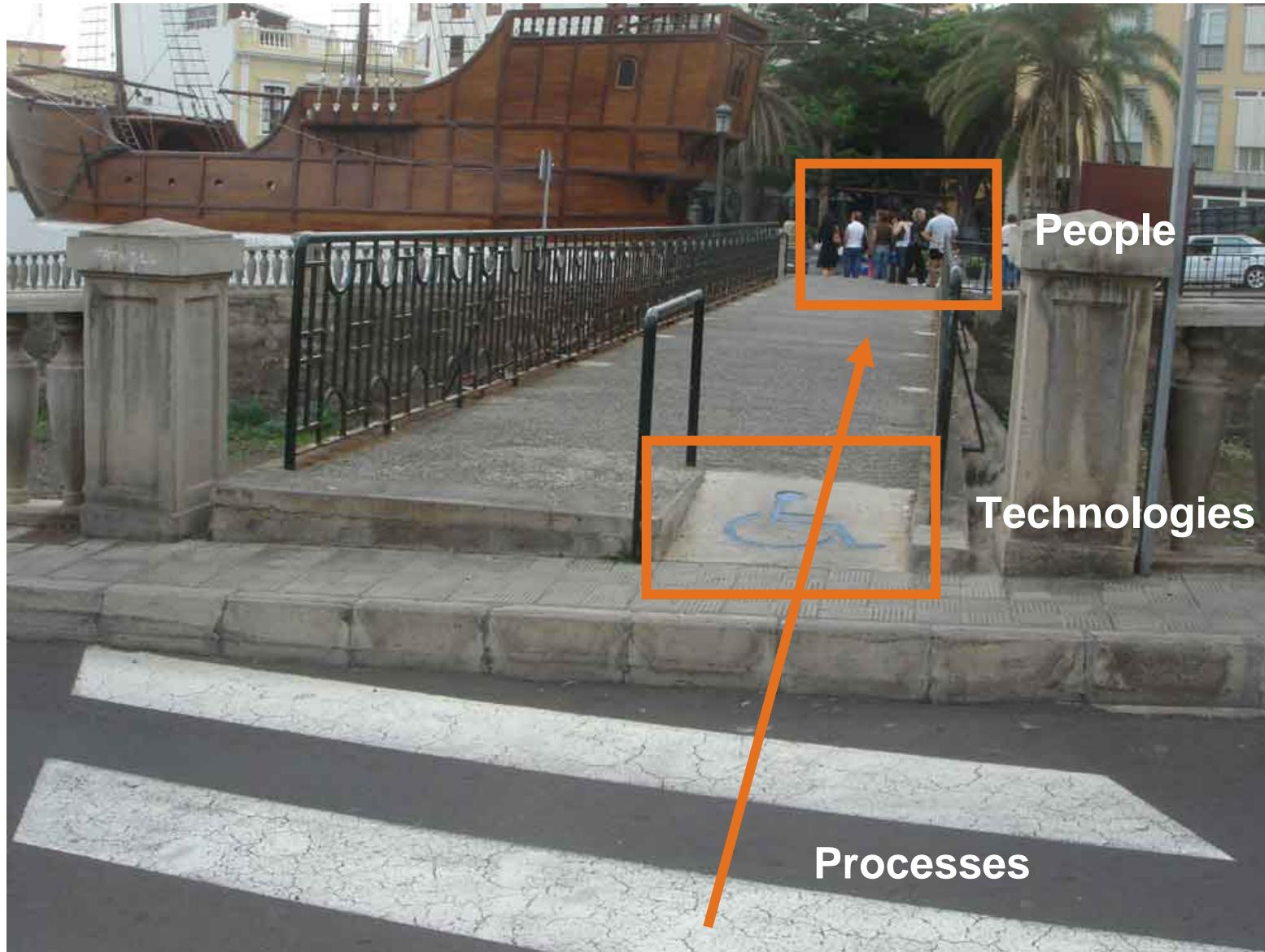
**FatDUX**

## *Law of Innovation #1*

*If an innovation does not solve  
a problem, it will create one.*

## *Law of Innovation #2*

*Problems do not exist in isolation.  
Solutions often have unintended  
consequences.*

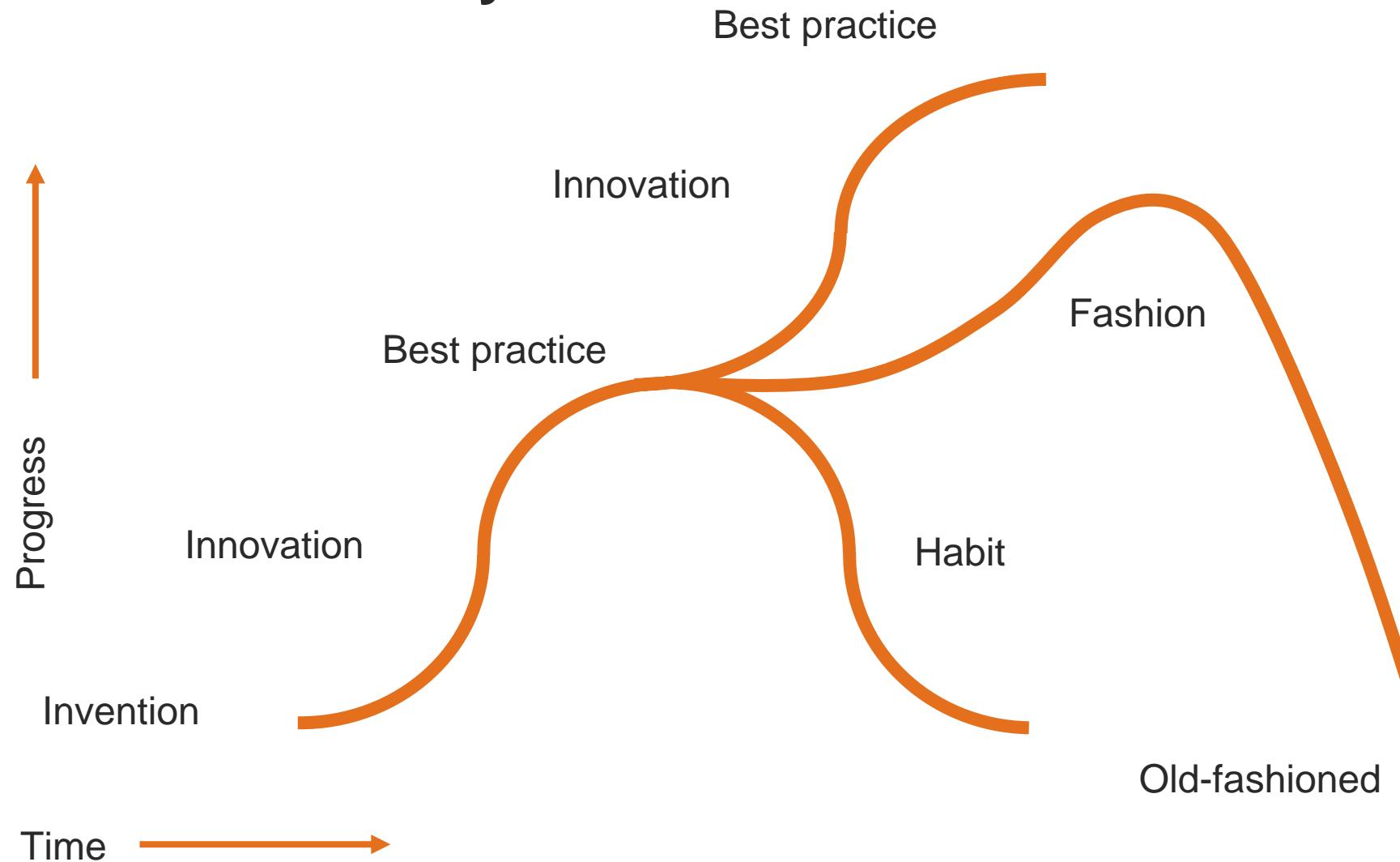


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## *Law of Innovation #3*

*Invention may be accidental.  
Innovation is always planned.*

# Innovation Lifecycle



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**HEMPPEL**

Om Hempel

Forskning og Udvikling

Teknisk Service

Job og Karriere

Marine

Industri

Container

Yacht

Superyacht



## One Hempel - Everywhere

Global leverandør af malingsløsninger



### Coating Advisers

Hempel har 400 Coating Advisers over hele verden...



### Vedligeholdelse

Et smukt bevaret fribord er med til at holde bådens værdi...



### HEMPASIL X3

Se verdens mest avancerede fouling release produkt "in action"...

Vælg land



HEMPPEL A/S  
Lundtoftevej 150  
2800 Kgs. Lyngby  
Tel: +45 45933800

Hempasil X3 vinder Golden Coat Award ved Eurocoat 2009  
Hempasil X3 har allerede vundet tre innovationspriser for sin garanti for brænads [Læs mere...](#)

Protective E-news  
Efterårsnummeret af Protective E-news er udsendt. [Læs mere...](#)

Lav-VOC-standarer for bygningsmaling  
Lav-VOC-standarer for bygningsmaling træder i kraft fra januar [Læs mere...](#)

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1 2 3

## FORRETNINGSMÅL

### OM MÆRSK

#### Vores forpligtelse

I A.P. Møller – Mærsk Gruppen tror vi på bæredygtighed. I tråd med vores værdier søger vi at udvikle miljøvenlige løsninger på udfordringerne i forbindelse med miljø- og klimaforandringer. Dette gavner ikke blot miljøet og klimaet, men giver også vores forretning et konkurrencemæssigt forspræng. ...

[Læs Mere](#)

### JOB & KARRIERE

[Representative, Inter-modal Documentation Team, Operations, Shenzhen-based, PRS Cluster, Maersk Line Shenzhen, P.R.C.](#)

[Officer / Senior Officer of IT\\_Brigantine Services \(Shenzhen\) Co. Ltd. Yantian, Shenzhen, P.R.C.](#)

[Senior Manager of Business Development\\_Brigantine Group Shenzhen, P.R.C.](#)

[Gå til Job portalen](#)

### MEDIECENTER

[12. november, 2009  
Periodemeddelelse November 2009](#)

[21. september, 2009  
Ledelsesændring](#)

[Flere pressemeldelser](#)

### AKTIONÆRINFORMATION

[18. november, 2009  
Insideres handler 0509](#)

[16. november, 2009  
Insideres handler 0409](#)



reddot design award



Oticon • Delta

> Om Delta > Delta Fordele > Farver



EPOQ



JOB HOS OTICON



DELTA

> 3 TRIN TIL EN BEDRE HØRELSE

Find ud af hvor nemt det er, at få mere ud af din hørelse...

> FIND EN HØREKLINIK

Find en høreklinik - tæt på dig.

> PRAKTISK INFORMATION

Praktisk information og support til alle, fra brugere til forældre og venner...

[Bliv inspireret](#) • [Se produkter](#) • [Råd & Beregnere](#) • [Service](#) • [Bolig i balance](#) • [Gardinshop](#)

## Bring din bolig i balance

[Find råd og viden her](#) 

## Professionelt forum

[Find teknisk information](#) 

### Gratis ServiceTjek af dine vinduer

Ring 45 16 45 99

[Få et Gratis ServiceTjek](#) 

### Se priser

Find prislisten for VELUX ovenlys vinduer, solafskærming og service

[Gå til prislisten](#) 

Vidste du, at VELUX solafskærming reducerer varmetabet – og din varmeregning?

[Læs mere her](#) 

### Gardinshop

Køb original VELUX solafskærming online

[Gå til Gardinshoppen nu](#) 

*Bringing light to life.*

[Imprint](#) [Ansvarsforhold](#) [Sitemap](#)



# Kongehuset

EN FRANÇAIS IN ENGLISH OVERSIGT UDSKRIV

- ❖ Kongehuset
- ❖ Aktuelt
- ❖ Slotte og Kongeskibet
- ❖ Samlinger
- ❖ Monarkiet i Danmark
- ❖ Organisation



## Kalender

23/11 09 H.M. Dronningen modtager ambassadører fra Ghana, Kroatien, Gabon, Papua Ny Guinea og Tchad på Fredensborg Slot kl. 10.00.

## DESIGN YOUR SITE

## DESIGN SERVICES

## Overview

## WeBuild Service

## Software products

## Design Tutorials

## Design Books

## Other Design Resources

## WEB SITE TEMPLATES

## » Web Templates

## » Flash Intro Templates

## » Logo Templates

## » Corporate Identity

## WEB TEMPLATE CATEGORIES

Select a Category

## OTHER SERVICES

## Web Hosting

## E-mail Packages

## Promote your Website

## Business Tools

## Become a Dotster Affiliate

## Become a Dotster Reseller

Search for a Domain Name

 GOLower the cost  
of accepting  
payments online

## BUILD YOUR SITE: WEBSITE TEMPLATES: WEB TEMPLATES

home » build your site » website templates » web templates

To view more information or to order a template click the "details" button.

1 2 3 4 5 6 7 8 9 10 &gt;



Price: \$ 63 Details



Price: \$ 59 Details



Price: \$ 59 Details



Price: \$ 62 Details



Price: \$ 63 Details



Price: \$ 65 Details



**Happily, on the internet, concept is  
not about form but about function**

**What are the **warning signs** of  
fad and fashion?**

# Watch out if...



Your solution is only being used in your local market



Your solution is only being used by a single branch or industry



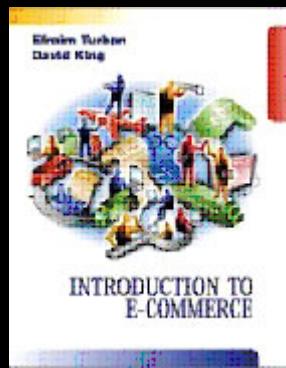
Your solution looks like something you also did last week

# Today's topics

-  Defining innovation
-  Improving service
-  Building shared references

**Let's start with a **definition** ...**

**“Customer service is a series of activities designed to enhance the level of customer satisfaction – the feeling that a product or service has met expectations.”**



Turban and King, 2002

Dissatisfied

Satisfied

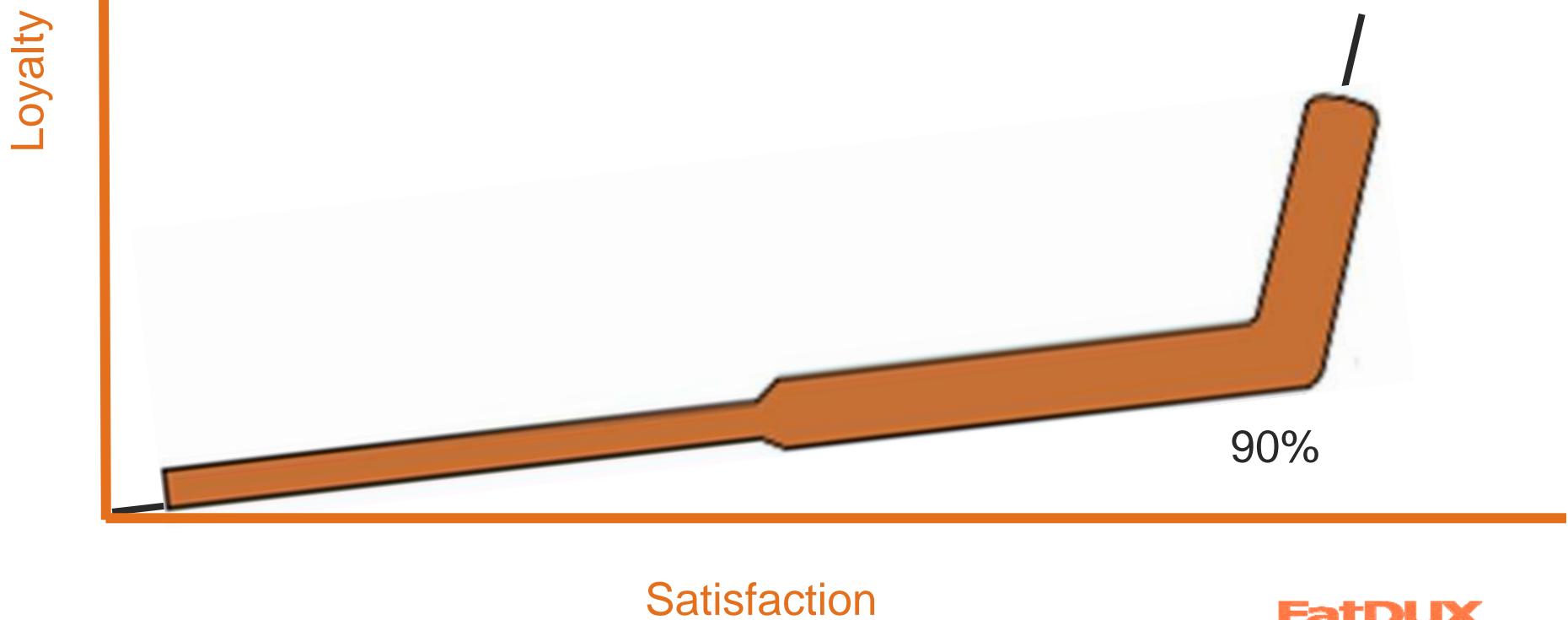
Did not meet

**met**

Exceeded

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## “Hockey-stick” satisfaction



Satisfaction

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**“We have an  
83% customer  
satisfaction rating!”**

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**So, is this **relevant** for website owners?**

**Your competitors are **only a click away!****

Let's start with the **basics...**

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Product ID	Product Name	Quantity	Price	Total Price	
GF128	Godiva	1	20.00	20.00	<input checked="" type="radio"/>
GL178	L'Occitane	1	98.00	98.00	<input checked="" type="radio"/>
Total (RM) 118.00					

License Number KPOW (DN) (JL): AUL 931418

**Duty free - Allowance**  
Find out the duty free - allowance for different countries and products. [Click here](#).  
Please read [terms and conditions](#) before ordering and completing the form below.

**Order Form**

For pre-order purchase(s) with inflight sales, a 4-day (96 hours) advance notice, before your date of departure, is required for any product booking. The purchase transaction will be processed and completed on board your flight.

Important: Special character is not allowed except / - , # @

Title:

Full Name:

Full Address:

State:

Postcode:

Country:

Phone Number:

Alternative Number:

Fax Number:

Email:

Re-type Email:

Enrich Membership:

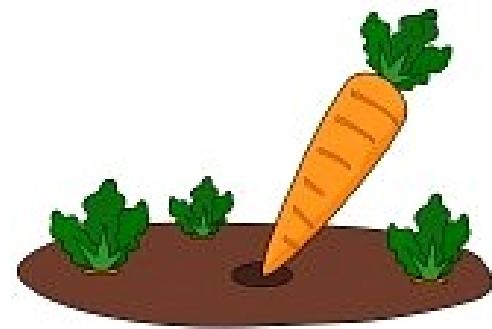
Flight No:

Departure Date:

Confirmed Seat No If Any:



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last name	<input type="text" value="Reiss"/>
suffix	<input type="text"/>
address	<input type="text" value="Strandøre 15"/>
	<input type="text"/>
city	<input type="text" value="Copenhagen"/>
<b>state/region/province</b>	
<b>required field</b>	<input type="text"/>
<b>zip</b>	
<b>not a valid zip code</b>	
email address	<input type="text" value=""/>
	
<b>phone number</b>	
<b>required field</b>	<input type="text"/>
Amount	<input type="text"/>

last name

suffix

address

city

state/region/province

zip

email address

**phone number**  
not a valid phone number

## Error Processing Contribution

Your credit card contribution could not be authorized.

This could be because:

1. You accidentally entered your credit card number or expiration date incorrectly.
2. The address you provided does not match the billing address of your credit card.

**[<< Click here to edit and resubmit your contribution.](#)**

If the contribution still does not process, contact your credit card company.

## *Scary service fact #1*

*There is no such thing  
as “online-conversion”  
without a form that works.*

**“Oops!  
Your business model is showing...”**

## TOUCH WOOD SH-08C

TOUCH WOOD  
SH-08Cについて

THINK WOOD  
同性材について

PLAY WOOD  
森の木琴  
ドコモの「環境ビジョン」



街から、森をハッピーに。

手のひらに、明日をのせて。

お客様の個人情報に関するプライバシーポリシー  
・サイトご利用にあたって

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touch wood sh-08c til salg



Søg

Avanceret søgning

Ca. 559 resultater (0,17 sekunder)

Alle

Billeder

Videoer

Mere

Odense

Skift placering

Nettet

Sider på dansk

Sider fra Danmark

Oversatte udenlandske sider

Flere værktøjer

► [BRONDI Touch Dual: Unge, Touch og Dual Sim](#)

17. feb 2011 ... En viral stedet for **Touch Wood SH-08C**, smartphone bønne-formede ... og det er, at selv den kæmpe online **salg**, Amazon, har officielt trådte ...  
[telephonino.altervista.org/.../brondi-dual-touch-giovane-touch-e-dual-sim/](http://telephonino.altervista.org/.../brondi-dual-touch-giovane-touch-e-dual-sim/) - Cached

[LG 3D Optimus i England med tre og Vodafone](#)

4. feb 2011 ... Il modello **Touch Wood SH-08C** er fremstillet af Sharp[...] Seneste kommentarer; Populære stillinger; Arkiv; Tags; Kategorier ...  
[telephonino.altervista.org/.../lg-optimus-3d-in-inghilterra-con-three-e-vodafone/](http://telephonino.altervista.org/.../lg-optimus-3d-in-inghilterra-con-three-e-vodafone/) - Cached

[Smartphone, le novità del 2010 \(PC Professional\)](#)

29. mar 2010 ... En viral stedet for **Touch Wood SH-08C**, smartphone bønne-formede ... Il modello **Touch Wood SH-08C** er fremstillet af Sharp[...] ...  
[telephonino.altervista.org/.../smartphone-le-novita-del-2010-pc-professionale/](http://telephonino.altervista.org/.../smartphone-le-novita-del-2010-pc-professionale/) - Cached

[Den nye Samsung Wave II vil være til rådighed i sommer på det ...](#)

13. feb 2011 ... Il modello **Touch Wood SH-08C** er fremstillet af Sharp[...]. ... og det er, at selv den kæmpe online **salg**, Amazon, har officielt trådte den mobile ...  
[telephonino.altervista.org/.../il-nuovo-samsung-wave-ii-sara-disponibile-in-estate-sul-mercato-italiano/](http://telephonino.altervista.org/.../il-nuovo-samsung-wave-ii-sara-disponibile-in-estate-sul-mercato-italiano/) - Cached

[+ Vis flere resultater fra telephonino.altervista.org](#)

[Nye børnemøbler med fransk \*\*touch - Wood Supply DK\*\*](#)

19. aug 2008 ... Gross GAZ 800 Knuser til **salg** hos HH Maskiner HH Maskiner .... S. H. Værktøjsmaskiner ApS indrykkede en maskine: Brugt 471 MATECH 50 L (1 ...  
[www.wood-supply.dk/article/view.html?id=25669](http://www.wood-supply.dk/article/view.html?id=25669) - Cached

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Searching for **Touch Wood SH-08C til salg?**

 [Find Touch Wood Sh 08c](http://www.monstermarketplace.com/) Stop searching for Touch Wood Sh 0...  
http://www.monstermarketplace.com/

 [Looking for Touch Wood S](http://www.MonsterMarketplace.com/) Get all of the information you nee...  
http://www.MonsterMarketplace.com/

 [Designer tøj og sko til disc](http://tinyurl.com/s/Chitika) Shop Dametøj og sko Online fra de ...  
http://tinyurl.com/s/Chitika | Premium

« [Dell viser kørplanen mellem Android til smartphones og WP7](#)

[Rovio bekræfter udviklingen af Fugle Angry Telefon til Windows 7 og viser også op Bada](#) »

Search GO

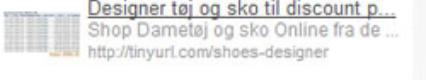
## BRONDI Touch Dual: Unge, Touch og Dual Sim

Searching for **Touch Wood SH-08C til salg?**  
//</s'+cript>'; //]]>

 [Find Touch Wood Sh 08c Til Salg](http://www.monstermarketplace.com/) Stop searching for Touch Wood Sh 0...  
http://www.monstermarketplace.com/

Chitika | Premium

Oversæt dette indlæg

Oversættelse  af 

BRONDI foreslår "Touch Dual" den telefon, der integrerer et produkt med dobbelt sim-teknologi, Full Touchscreen. Touch Dual telefon er "yngste" af den linje, Dual Sim BRONDI tanke for dem, der ønsker at administrere to brugere med den største enkelhed, men på samme tid ...

 **Share this post with your friends on Facebook**

  819 people like this. Be the first of your friends.

> Spil (373)

> Nyheder (31667)

## Quick Question Before Viewing Site

 Please tell us ...

**What are you looking for?**  
(i.e. diamond, touch wood sh 08c ti, free, etc.)  \*

**Paid-To-Surf program name:**  
(If not applicable, type "None")  \*

**View Site Now »**

---

Copyright © 2011

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## Search Results for "Touch Wood Sh 08C Til Salg"

Sponsored links



### [Kunder og bundlinie](#)

Nye kunder og øget **salg**? Mødebooking er løsningen! [www.bookd.dk](http://www.bookd.dk)



### [Touch Wood](#)

Buy **Touch Wood** here Fast, secure, reliable [www.auravita.com](http://www.auravita.com)



### [Til salg](#)

QXL har alt hvad du søger. Få en fed pris på auktionen. Se her [www.qxl.dk](http://www.qxl.dk)



### [Panel PC](#)

med pekskärm, 5-42", för butik, industri, fordon, kontor, m.m. [capax.se/panel-pc](http://capax.se/panel-pc)



### [Touchscreen](#)

Leder du efter de bedste priser på Touchscreen? Find priser her! [www.pricerunner.dk/Skaerme](http://www.pricerunner.dk/Skaerme)



### [Shop at OAK](#)

Women's and Men's Designer Clothes, Shoes, Bags & Lifestyle Accessories [www.oaknyc.com](http://www.oaknyc.com)

## *Scary service fact #2*

*No one objects that you are  
in business to make money –  
until your goals get in the  
way of their goals.*

Fiat 500 1,2 Lounge

Kr. 129.800

Fiat 500 1,4 Lounge, 2010

Kr. 189.900

Fiat 500 1,2 Pop, 2009, kr

BILGARDEN-HØVÅG

Kr. 109.900

Fiat 500 1,3 MJT 75

Kr. 149.000

Fiat 500 0,5 2-dørs,

Kr. 38.500

[Alle annoncer \(264\)](#) [Kun private \(70\)](#) [Kun forhandlere \(194\)](#) [Galleri](#) [Kort](#)

[Annoncetekst](#) [Dato](#) [Pris](#)

 Fiat 500 1,2 Pop 3-dørs, '08, servostyring, km 63.000, lysblå, ABS, 14. apr Kr. 104.900

 Fiat 500 1,2 Lounge, 2008, km 57000, Hvid, ABS Benzin, rødt læder, 15" 8600 Silkeborg Sand Jensen Automobiler A/S I dag Kr. 129.900

 Fiat 500 1,2 Lounge Start&Stop, 2011, km 2000, Hvid, ABS Benzin, airc., 15" 4700 Næstved Max Due A/S - Næstved I går Kr. 154.900

## *Scary service fact #3*

*Unhappy customers are  
dangerous.*





unhappy customers tell google



Søg

Ca. 259.000 resultater (0,05 sekunder)

Avanceret søgning

- Alle
- Videoer
- Mere

[Happy Customers Tell 3 Friends, Unhappy Customers Tell Google](#)

- [ Oversæt denne side ]

Posted on: July 14, 2010 at 3:00 pm By Todd Defren. 13 Responses to "Happy Customers Tell 3 Friends, Unhappy Customers Tell Google" ...

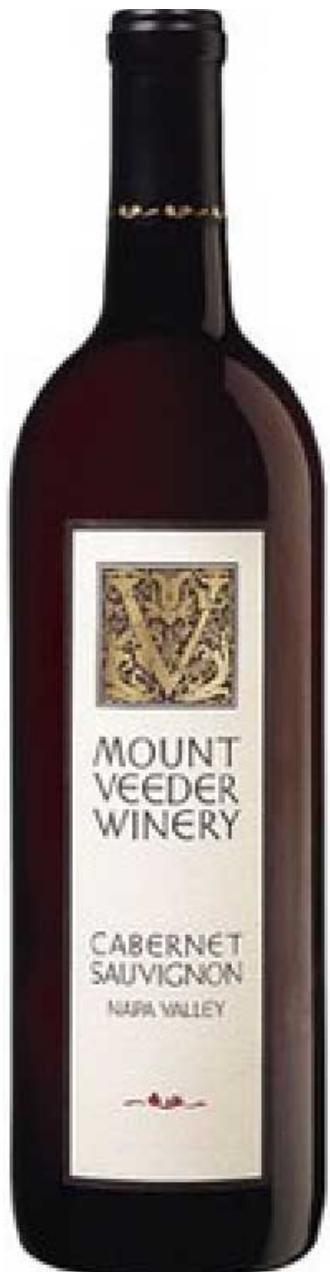
[www.pr-squared.com/.../happy-customers-tell-3-friends-unhappy-customers-tell-google](http://www.pr-squared.com/.../happy-customers-tell-3-friends-unhappy-customers-tell-google) -

[Cached](#)

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# 10 things customers will tell you

1. Don't tell me how great you are. BE great!
2. Go the extra mile.
3. Don't get in my way when I'm trying to shop.
4. If I know what I'm looking for, help me find it.
5. If I have questions, I want straight answers, not a sales talk.
6. Tell me if you're going off to look for my size. Don't just turn and leave.
7. If you expect me to buy something, tell me what it costs
8. Are your own affairs so important that you feel justified in ignoring me?
9. Don't make me feel stupid.
10. If you make a mistake, admit it.



**FatDUX**



## gift options

customer care 1-800-592-5870

[\[1\] shopping cart](#) [\[2\] billing information](#) [\[3\] shipping information](#) [\[4\] confirm order](#)

**continue**

### Make your gift even more special with gift wrapping and a printed gift message!

*By entering a gift message, you indicate your order is a gift and we will withhold all price information from its contents.*

#### item(s) available for gift wrapping:

Mount Veeder 2004 Cabernet Sauvignon  
quantity: 1      price: \$43.99

don't gift wrap item(s) (you can still send a gift message!)



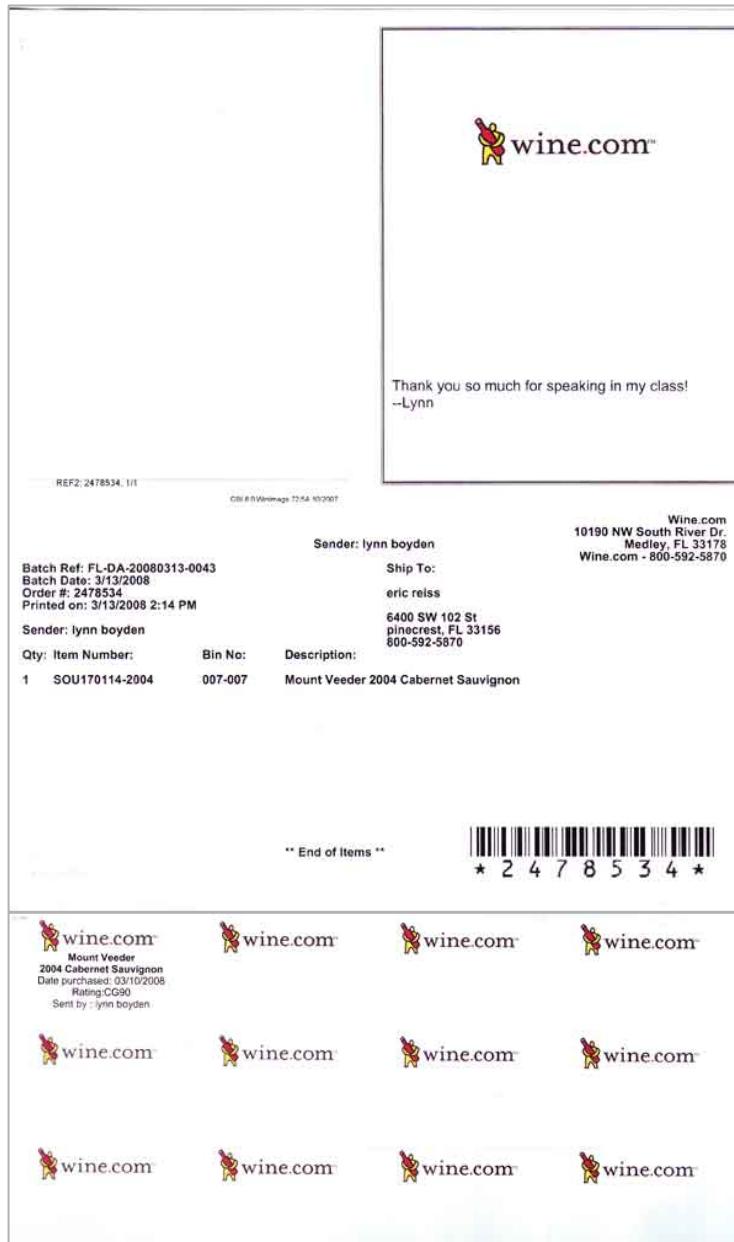
box (\$4.99 each)  
arrives in a combination of 2 or 3  
bottle burgundy gift boxes



bag (\$3.99 each)  
arrives wrapped in bag

add a free gift message for your gift card and email  
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- **Wine Finder.** Hit the Advanced Search button to see our new tool to help you slice and dice the world of wine. Quickly find the short list of wines most relevant to you.
- **Wine.com Community.** Just a couple months old, already with 4,000 new members, come meet other wine enthusiasts and share your wine lists and reviews.
- **Collector's Edition.** Our buyers are venturing further into the world of scarce and collectible wines. When we notice you're buying these kinds of wines, we'll send you our Collector's Edition email newsletter to highlight new releases and give you first pick.

We hope to see you again soon at Wine.com, ranked the #1 online wine store by *Internet Retailer* magazine, 2005, 2006, 2007.

Cheers,

Rich Bergsund  
CEO

Mike Osborn  
Founder

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fadlagret Chardonnay 'Metallico'. Ejendommens Double L-vinmark dyrkes nu økologisk.

**Mount Eden** SANTA CRUZ Mountains ★★★ Grundlagt af den californiske vin-guru Martin Ray i 1940'erne, producerer lagringsværdig Chardonnay – en sjældenhed i Californien – og intens Pinot Noir.

**Mumm Napa Valley** NAPA ★★★ Stilig mousserende, især lækker Blanc de Noirs og en fyldig, kompleks 'DVX' enkeltmarksvin, som bliver bedre efter et par år i flasken.

**Murphy-Goode** SONOMA ★★ Stor ALEXANDER VALLEY-ejendom. Sauvignon Blanc og Zinfandel ligger i toppen. Merlot er over gennemsnit. Serien 'Tin Roof' (skruenkapsel) har en forfriskende Sauvignon Blanc og Chardonnay uden eg, en kontrast til den overdådigt fadsmagende Reserve-serie.

**Nalle** Sonoma ★★★ Doug Nalle laver dejlige Zinfandel-vine på druer fra DRY CREEK, saftige og lækre som unge, og de kan også modne med ynde gennem mange år.

**Napa Wine Company** NAPA ★★★ Den største økologiske avler i Napa sælger de fleste af sine druer og driver en virksomhed, hvor flere små, førsteklasses producenter får deres druer forarbejdet individuelt. Markedsfører en trestjernet Cabernet Sauvignon i eget mærke.

**Navarro Vineyards** MENDOCINO [★★★-★★★★] Fra ANDERSON VALLEY fås vidunderlig, lagringsværdig Chardonnay og Californiens måske fornemste Gewurztraminer. Endnu mere specielt: senthøstet Riesling og Gewurztraminer. Pinot Noir i to typer, en hyldest til Bourgogne på druer fra Anderson Valley og en frisk og saftig aftapning af indkøbte druer.

**Newton Vineyards** NAPA ★★★-★★★★ (Cabernet Sauvignon) 95 97 (Merlot) 97 99

Cabernet Sa  
mia'. Hold og  
Mistral'. Rec  
som Phelps i

**Philip Togni** V  
tidligere MA  
en lille ejend

**Philips, R H** Y  
gan Hills lave  
i serien 'EXP

**Pine Ridge** NA  
forskellige A'  
halvtørre Chi

**Pinot Noir**  
I det forgan  
det er ingen  
vinen på det  
alkoholrigre I  
vine – nogle  
vindrikkere, s  
vine, der kor

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Duckhorns 'I  
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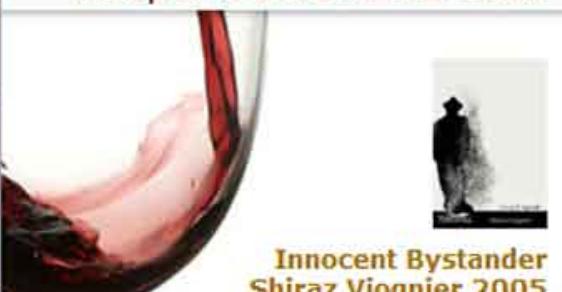
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wine of the week | gift of the week | 94 point wine

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**Innocent Bystander  
Shiraz Viognier 2005**

JH

**Our Price: \$14.99**

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**OUR MOST POPULAR  
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<input type="checkbox"/> Stonier Chardonnay 2005	\$18.99	94pts
<input type="checkbox"/> Gloria Ferrer NV Blanc de Noirs	\$18.99	94pts
<input type="checkbox"/> Marques de Caceres Rioja Reserva ...	\$24.99	94pts
<input type="checkbox"/> Bernardus Chardonnay 2005	\$19.99	95pts
<input type="checkbox"/> Parducci True Grit Petite Sirah 2004	\$19.99	94pts
<input type="checkbox"/> Robert Mondavi Reserve Cabernet ...	\$109.00	95pts
<input type="checkbox"/> Guigal Chateauneuf-du-Pape 2003	\$48.99	95pts
<input type="checkbox"/> d'Arenberg d'Arrys Original ...	\$17.29	94pts
<input type="checkbox"/> Caymus Special Selection Cabernet ...	\$159.00	94pts
<input type="checkbox"/> Sticks Chardonnay 2004	\$19.79	94pts

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I'm shipping to

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RATED WINES

\$13.99 94pts

in \$29.99 94pts

\$16.79 95pts



2003 Napa Valley Cabernet

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### Shipping State Selection

We currently ship to most locations in Florida. However, due to state and local regulations, there are certain areas to which we are unable to deliver.

Please enter your zip code to see if we are able to ship to you. If you don't know the zip code, click [here](#) for a list of Florida zip codes to which we ship.

Desired Zip Code:

**GO**

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## Shipping states - why you must choose before shopping

Because wine availability and pricing may vary from state to state due to the way interstate commerce laws influence our buying patterns, Wine.com created this layover welcome screen to prevent confusion.

We've learned from experience that customers sometimes browse while "shopping in" a default state, then switch states when they're ready to complete an order, only to discover the wine they want isn't available or is priced differently for that location.

We have found that the select-state layover screen, while a little intrusive, almost entirely eliminates the chance of customers being disappointed by the way their order can be affected if they don't choose a shipping state before shopping.



# 10 things customers will tell you

1. Don't tell me how great you are. BE great!
2. Go the extra mile.
3. Don't get in my way when I'm trying to shop.
4. If I know what I'm looking for, help me find it.
5. If I have questions, I want straight answers, not a sales talk.
6. Tell me if you're going off to look for my size. Don't just turn and leave.
7. If you expect me to buy something, tell me what it costs.
8. Are your own affairs so important that you feel justified in ignoring me?
9. Don't make me feel stupid.
10. If you make a mistake, admit it.



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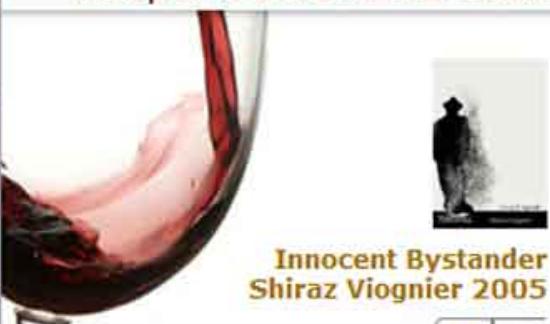
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<input type="checkbox"/> Bernardus Chardonnay 2005	\$19.99	95pts
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<input type="checkbox"/> Caymus Special Selection Cabernet ...	\$159.00	94pts
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## gift center

### SHOP BY PRICE:

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[\\$40-\\$80](#) ▶

[\\$80 & above](#) ▶

### find a gift by:

#### price

[\\$40 and Below](#)

[\\$40 - \\$80](#)

[\\$80 and Above](#)

#### type

[Gift Baskets](#)

[Champagne & Sparkling](#)

[Monthly Wine Clubs](#)

[Wine Gift Sets](#)

[Great Bottles to Give](#)

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#### occasion

[Wedding](#)



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[Jordan Cabernet Sauvignon 2004](#)

[Duckhorn Estate Grown Cabernet Sauvignon 2004](#)

## gift center

[Start Over](#) > **Great Bottles to Give** (60 results)

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Our wine experts have put together a carefully chosen list of some of the best bottles to make a great impression. This selection includes our picks from the most famous and prestigious wineries around the globe. We've included the best from Napa, Burgundy, the Rhone, Bordeaux, Italy and more. Need more selection? Try our list of [collectible wines](#).

page: 1 2 3 4 5 6 7 [Next](#)

Sort By: [Most Popular Gifts](#)



**Silver Oak Napa Valley Cabernet Sauvignon 2003**

Our Price: \$99.00

[add to cart](#)



**Faiveley Bourgogne Pinot Noir 2005**

Our Price: \$21.99

[add to cart](#)

[add to wine list](#)

Item No. 91746



**LAND'S EDGE VINEYARDS**

TONICOLA COAST - PINOT NOIR

2005



**Hartford Court Land's Edge Pinot Noir 2005**

Our Price: \$44.99

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**Paraduxx Napa Valley Red Wine 2005**

Our Price: \$49.99

[add to cart](#)

[add to wine list](#)

Item No. 93302



**Dom. Drouhin Oregon Pinot Noir 2005**

Our Price: \$49.99

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Item No. 92225



**Franciscan Magnificat 2004**

Our Price: \$51.99

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Item No. 92453



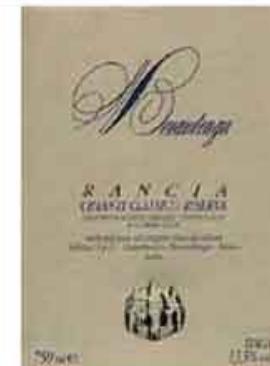
**Ch. de Beaucastel Chateauneuf-du-Pape 2005**

Our Price: \$95.00

[add to cart](#)

[add to wine list](#)

Item No. 93686



**Felsina Chianti Classico Riserva Rancia 2003**

Our Price: \$34.99

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[add to wine list](#)

Item No. 91519



**Joseph Drouhin Chablis Premier Cru**



**Joseph Drouhin Chablis Premier Cru 2005**

Our Price: \$29.99

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Item No. 89415

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From thousands of wines, get the list most relevant to you.



Search using  
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Please double check your spelling and [shipping state](#)  and try again.

bearboat

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or click on of the links to the left to browse other areas of our site.

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[Caymus Special Selection Cabernet Sauvignon 2005](#)

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[most popular wines this week](#)

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#### our most popular products:



Kim Crawford  
Sauvignon Blanc 2007

CHATEAU MONT-REDON

Ch. Mont Redon

CÔTES DU RHÔNE

Ch. Mont Redon

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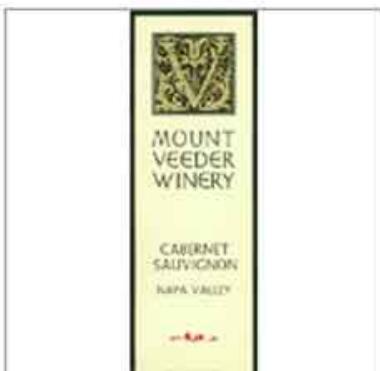
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[Cabernet Sauvignon](#)

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[Cabernet Sauvignon](#)

## Mount Veeder Cabernet Sauvignon 2004

Cabernet Sauvignon from Napa Valley, California



CG 90

Our Price: \$43.99

#### ratings pedigree (past vintages):

2003 WE 91

2000 WE 89

1999 WS 88

1996 WS 91

1995 WS 90

1

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**buy a case**

[send to a friend](#)

[print cellar notes](#)

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Item No. 91661

#### winemaker's notes:

The Mount Veeder 2004 Cabernet Sauvignon is packed with ripe black fruit, nice herbal notes, great structure and a long finish. This one will drink beautifully now through 2012.

#### user reviews & wine lists:

number of [reviews](#): 0

number of [lists](#): 3

#### user reviews:

Be the first to [create a review](#) and share your thoughts with other customers.

#### recommendations

[what does this mean?](#)

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[Hess Collection](#)  
[Cabernet Sauvignon](#)  
[2003](#)

Our Price: \$42.99

**add to cart**



[Vine Cliff Napa Valley](#)  
[Cabernet Sauvignon](#)  
[2003](#)

Our Price: \$47.99

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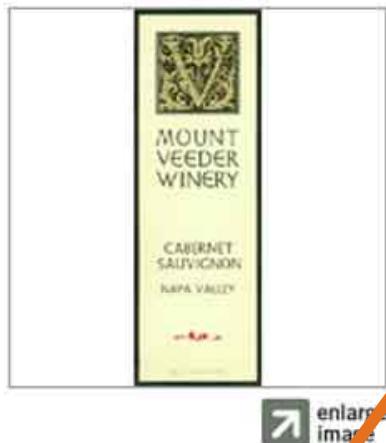
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Mount Veeder Reserve Red 2003  
Napa Valley, California  
Item No. 90904  
Our Price: \$78.99  
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[buy a case](#)  
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Mount Veeder Cabernet Sauvignon 2004  
Napa Valley, California  
Item No. 91661  
Our Price: \$43.99  
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Cuvaison Mount Veeder Cabernet Sauvignon 2005  
Napa Valley, California  
Item No. 93347  
Our Price: \$41.99  
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1998 WS 94  
1996 WS 94  
1995 WS 90

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Hess Collection  
Cabernet Sauvignon  
2003

Our Price: \$42.99  
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Vine Cliff Napa Valley  
Cabernet Sauvignon  
2003

Our Price: \$47.99  
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**Mount Veeder Winery**

learn about wine type:  
Red Wines  
White Wines  
Rose Wine  
Champagne & Sparkling  
Kosher Wines  
Dessert, Fortified & Fruit Wines

region:  
California  
Washington  
Oregon  
US  
Australia  
New Zealand  
France - Bordeaux  
France - Rhône  
France - regions  
Italy  
Spain  
Portugal  
Israel

About Mount Veeder

recommendations

Mount Veeder Cabernet Sauvignon 2004  
WE 92  
Our Price: \$43.99  
[add to cart](#)

Mount Veeder Reserve Red 2003  
WE 94  
Our Price: \$78.99  
[add to cart](#)

Search for wines from Mount Veeder  
The creation of Mount Veeder Winery was a labor of love. Michael and Adena Beveen discovered the unique Mount Veeder mountain appellation

ripe black  
is one will  
with other

FatDUX

**Red Wines**

**Cabernet Sauvignon**

**Napa Valley**

**California**

**type**

**varietal**

**appellation**

**region**



My Rating (circle) : ☆☆☆☆☆

Date Printed: 4/5/2008

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**Mount Veeder Cabernet Sauvignon 2004**

(search item no. 91661)

**Connoisseurs' Guide rating: 90 points**

**PRICE ON 4/5/2008: \$36.99**

**ratings pedigree (past vintages):**

2003 Wine Enthusiast rating: 91 points  
 2000 Wine Enthusiast rating: 89 points  
 1999 Wine Spectator rating: 88 points  
 1996 Wine Spectator rating: 91 points  
 1995 Wine Spectator rating: 90 points


  
CG 90

**Our Price: \$43.99**

net Sauvignon is packed with ripe black fruit, nice herbal notes, great structure and a long finish. This one will drink beautifully now through 2012.

**My Notes:**

---



---

**customers who bought this also bought:**

- [Charles Heidsieck Brut Reserve](#) (search item no. 73545)

**Additional wines from Mount Veeder Winery:**

- [2002 Reserve Red](#) (search item no. 86669)
- [2003 Reserve Red](#) (search item no. 90904)



Red Wines

**Cabernet Sauvignon**

**Napa Valley**

**California**

My Rating (circle) : ☆☆☆☆☆

Date Printed: 4/5/2008

[send to printer](#)

**Mount Veeder Cabernet Sauvignon 2004.**

(search item no. 91661)

**Connoisseurs' Guide rating: 90 points**

**PRICE ON 4/5/2008: \$36.99**

**ratings pedigree (past vintages):**

2003 Wine Enthusiast rating: 91 points  
 2000 Wine Enthusiast rating: 89 points  
 1999 Wine Spectator rating: 88 points  
 1996 Wine Spectator rating: 91 points  
 1995 Wine Spectator rating: 90 points

[enlarge image](#)

**Winemaker's Notes:**

The Mount Veeder 2004 Cabernet Sauvignon is packed with ripe black fruit, nice herbal notes, great structure and a long finish. This one will drink beautifully now through 2012.

**My Notes:**

---



---

**customers who bought this also bought:**

- [Charles Heidsieck Brut Reserve](#) (search item no. 73545)

**Additional wines from Mount Veeder Winery:**

- [2002 Reserve Red](#) (search item no. 86669)
- [2003 Reserve Red](#) (search item no. 90904)

**About Mount Veeder Winery:**

The creation of Mount Veeder Winery was a labor of love. Michael and Ariene Bernstein discovered the rugged Mayacamas Mountain property that became Mount Veeder in the early 80s. In 1984, the newlyweds spotted a Wall Street Journal ad for a 40-acre prune farm on Napa Valley's Mount Veeder. Michael left his job at the Federal Trade Commission in San Francisco, the young couple bought the property, and took up residence in a rustic cottage amid the prune trees on the mountain.

A serendipitous gift of sticks started the Mount Veeder Winery vineyards. One day, a farmer came to Michael with a bundle of cuttings. Knowing very little about grape growing, Michael planted the cuttings into the ground on Memorial Day, 1985. He had heard that dry-farmed vines produced better grapes, so Michael never watered the vines, and 58 of the 60 cuttings survived.

Michael's interest in grape growing blossomed and he began studying viticulture and researching what varieties to plant, ultimately becoming the first vintner in Napa Valley to plant one property to all five of the Bordeaux varietals—Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot and Malbec. Harvests at Mount Veeder were done much like in Europe, by family and friends—with the great benefit being that meals were prepared by Alice Waters of Chez Panisse in Berkeley which is today recognized among the country's top restaurants.

The Mount Veeder label made its debut the 1973 Cabernet Sauvignon, a big wine made from the estate's lovingly tended vines. The label itself was designed by David Goyne, also from Berkeley, who at that time was a young, struggling artist. He has since become a world famous artist, and his last project was illustration of Alice Waters' new cookbook, *Franciscan Estates* purchased Mount Veeder Winery in 1986, adding it to an estate-based portfolio that revolves around the belief that wines should be an expression of place, or *terroir*.



### Mount Veeder 2004 Cabernet Sauvignon Napa Valley

(In stock)

Tasting Notes - Oaky and ripe; full of blackberry, cherry and chocolaty fruit, with complex nuances of green olives and sweet, fresh herbs. You can ...

[More at NapaCabs.com](#)

**NapaCabs.com**

[Featured Store](#)  
[Review this store](#)  
[See store info](#)

**\$29.95**

at [NapaCabs.com](#)

**GO TO STORE** >>



### Mount Veeder Winery Cabernet Sauvignon Napa Valley 2004

(In stock)

A good bit of deep and defined blackcurrant fruit is joined in the nose by sweetening notes of creme caramel and vanilla as well as varietally authent...

[More at Shoppers Wines](#)

**Shoppers Wines**

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[Review this store](#)  
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**\$34.99**

at [Shoppers Wines](#)

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### Mount Veeder 2004 Cabernet Sauvignon Napa Valley

(In stock)

FREE SHIPPING On Orders Of Any 6 Or More Bottles Of Wine (Mix or Match)! – We Ship To CA, ID, IL, MO, NM, OH, WV...87 POINTS - WINE SPECTATOR

[More at LombardiWine](#)

**LombardiWine**

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[Review this store](#)  
[See store info](#)

**\$29.99**

at [LombardiWine](#)

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### 2004 Mount Veeder - Cabernet Sauvignon Napa Valley 750ml

**In stock** (In stock)

2004 Mount Veeder - Cabernet Sauvignon Napa Valley 750ml - Buy now at [vinfolio.com](#), Fine wine finer service

[More at vinfolio.com](#)

**vinfolio.com**

[Featured Store](#)  
[Review this store](#)  
[See store info](#)  
800-969-1961

**\$32.00**

at [vinfolio.com](#)

**GO TO STORE** >>

**FatDUX**

# 10 things customers will tell you

1. Don't tell me how great you are. BE great!
2. Go the extra mile.
3. Don't get in my way when I'm trying to shop.
4. If I know what I'm looking for, help me find it.
5. If I have questions, I want straight answers, not a sales talk.
6. Tell me if you're going off to look for my size. Don't just turn and leave.
7. If you expect me to buy something, tell me what it costs
8. Are your own affairs so important that you feel justified in ignoring me?
9. Don't make me feel stupid.
10. If you make a mistake, admit it.



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[wine shop](#) | [gift center](#) | [gift baskets](#) | [wine clubs](#) | [business gift services](#) | [wine basics](#) | [community](#)

Enter keyword

**search**

[advanced search](#)

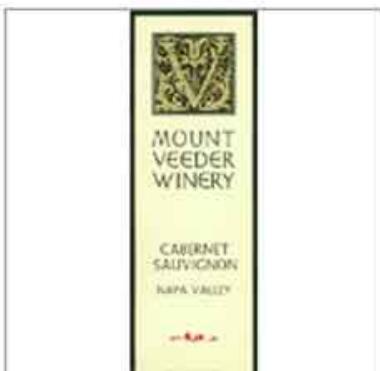
SHIP TO

FL

Florida



0 items in your [cart](#) | [checkout](#)



[enlarge image](#)

#### related links

shop all:

[Mount Veeder](#)

[Wine from Napa Valley](#)

[Cabernet Sauvignon](#)

learn about:

[Mount Veeder](#)

[Wine from Napa Valley](#)

[Cabernet Sauvignon](#)

## Mount Veeder Cabernet Sauvignon 2004

Cabernet Sauvignon from Napa Valley, California



CG 90

Our Price: \$43.99

#### ratings pedigree (past vintages):

2003 WE 91

2000 WE 89

1999 WS 88

1996 WS 91

1995 WS 90

1

**add to cart**

**buy a case**

[send to a friend](#)

[print cellar notes](#)

[write a review](#)

[bookmark & share](#)

[add to wine list](#)

Item No. 91661

#### winemaker's notes:

The Mount Veeder 2004 Cabernet Sauvignon is packed with ripe black fruit, nice herbal notes, great structure and a long finish. This one will drink beautifully now through 2012.

#### user reviews & wine lists:

number of [reviews](#): 0

number of [lists](#): 3

#### user reviews:

Be the first to [create a review](#) and share your thoughts with other customers.

#### recommendations

[what does this mean?](#)

[view the entire list](#)



[Hess Collection Cabernet Sauvignon 2003](#)

Our Price: \$42.99

**add to cart**



[Vine Cliff Napa Valley Cabernet Sauvignon 2003](#)

WE 92

Our Price: \$47.99

**add to cart**

**FatDUX**



sign in

customer care 1-800-592-5870

[1] shopping cart [2] billing information [3] shipping information [4] confirm order

SIGN IN

email address

password

Forgot your password?

sign in

CREATE AN ACCOUNT

date of birth

MM DD YYYY

(Must be 21 yrs old)

first name

last name

company (optional)

U.S. zip code

email address

verify email address

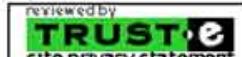
Password

(5-16 characters, case sensitive)

verify password

create account

[customer service](#) | [shipping policies](#) | [track your order](#) | [my account](#) | [privacy policy](#)



FatDUX



## billing information

customer care 1-800-592-5870

[\[1\] shopping cart](#) [\[2\] billing information](#) [\[3\] shipping information](#) [\[4\] confirm order](#)

**continue**

### ENTER A CREDIT CARD

**Bold** indicates a required field

**type of card**

**card number**

**expiration date**  Month  Year

**card id #**

**country**

**name on card**

**address 1**

**address 2**

**city**

**state**  **zip**

**phone**

save this credit card

use this as my shipping address

### tips & hints

- Your billing address must match the address that appears on your monthly credit card statement.
- To edit a credit card, select the card you would like to change from the drop down menu, update your billing information, then click the "save credit card" button. Once the information has been saved press "continue" to proceed with the checkout process.

To redeem a Wine.com gift certificate, enter number here:



A credit card must be entered for security and age verification purposes.

**continue**

**FatDUX**



## shipping information

customer care 1-800-592-5870

[\[1\] shopping cart](#) [\[2\] billing information](#) **[3] shipping information** [\[4\] confirm order](#)

**continue**

### ENTER A SHIPPING ADDRESS

**Bold** indicates a required field

**full name**

Eric Reiss

**company**

**address 1**

SW 102 St

**address 2**

**city**

Miami

**state**

FL

**zip**

33156

**country**

UNITED STATES OF AMERICA

**phone**

305

save this address

Yes, I am aware that an adult 21 years or older must be present to sign for this order because it contains wine. **We recommend sending your order to a business address for this reason.**

**Gift recipient email (for gift message and delivery notification)**

### tips & hints

- Customers often prefer to send packages containing wine to a business address where an adult 21 years or older will be available to sign for delivery.
- All deliveries of wine require the signature of an adult 21 years or older. Orders cannot be left at the door.
- Orders will be delivered Monday through Friday between 8:00 am and 5:00 pm.
- We are unable to ship to P.O. or APO/FPO boxes.
- To edit a saved shipping address, select the address you would like to change from the drop down menu, update the shipping information, then click "save address".



## gift options

customer care 1-800-592-5870

[\[1\] shopping cart](#) [\[2\] billing information](#) [\[3\] shipping information](#) [\[4\] confirm order](#)

**continue**

### Make your gift even more special with gift wrapping and a printed gift message!

*By entering a gift message, you indicate your order is a gift and we will withhold all price information from its contents.*

#### item(s) available for gift wrapping:

Mount Veeder 2004 Cabernet Sauvignon  
quantity: 1      price: \$43.99

don't gift wrap item(s) (you can still send a gift message!)



box (\$4.99 each)  
arrives in a combination of 2 or 3  
bottle burgundy gift boxes



bag (\$3.99 each)  
arrives wrapped in bag

add a free gift message for your gift card and email  
notice (240 characters remaining)

**FatDUX**



## confirm order

customer care 1-800-592-5870

[\[1\] shopping cart](#) [\[2\] billing information](#) [\[3\] shipping information](#) [\[4\] confirm order](#)

[email cart Items](#)

[cancel order](#)

[place order](#)

BILLING INFORMATION		<a href="#">edit</a>	SHIPPING INFORMATION		<a href="#">edit</a>	DISCOUNTS and CREDITS		<a href="#">edit</a>
MC Last 5 Digits			Eric Reiss			promotion code:		
Expiration			Miami, FL, 33156			gift certificate:		
Eric Reiss								
Copenhagen, 2100								

ITEM	<a href="#">edit</a>	SUBSTITUTE VINTAGE	GIFT WRAP	QTY	UNIT PRICE	TOTAL PRICE
Mount Veeder 2004 Cabernet Sauvignon		Yes		1	\$43.99	\$43.99
gift message:	Hi Eric, Yes, this really is a gift. Cheers, Eric <a href="#">edit</a>					
shipping options:	<input checked="" type="radio"/> <b>standard:</b> estimated arrival 7 business days <input type="radio"/> <b>priority:</b> estimated arrival 7 business days (add \$10.00) <input type="radio"/> <b>express:</b> estimated arrival 6 business days (add \$15.00)				standard shipping:	\$9.95
					subtotal	\$53.94
					tax	\$3.08
					<b>TOTAL</b>	<b>\$57.02</b>

[cancel order](#)

[place order](#)

### Important information

- **Sending multiple gift orders?** Complete your first order through the entire checkout process. Then, on the final order confirmation page, click on the icon that reads "Send this order to someone else." Your shopping cart will re-load and you can



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[wine shop](#) | [gift center](#) | [gift baskets](#) | [wine clubs](#) | [business gift services](#) | [wine basics](#) | [community](#)

Enter keyword

[advanced search](#)

**SHIP TO**

[Florida](#)



[loading cart](#)

# Page Cannot Be Found

We apologize, we cannot find the page you are looking for.

You will be redirected to the homepage in a moment.

- browse our [Wine Shop](#)
- browse our [Wine Clubs](#)
- browse our [Gift Center](#)

Or type in a search term



[customer care](#) | [customer testimonials](#) | [about us](#) | [gift certificates](#) | [business gifts](#) | [retail stores](#)  
[privacy policy](#) | [shipping policies](#) | [affiliate program](#) | [terms of service](#) | [jobs](#) | [site map](#)

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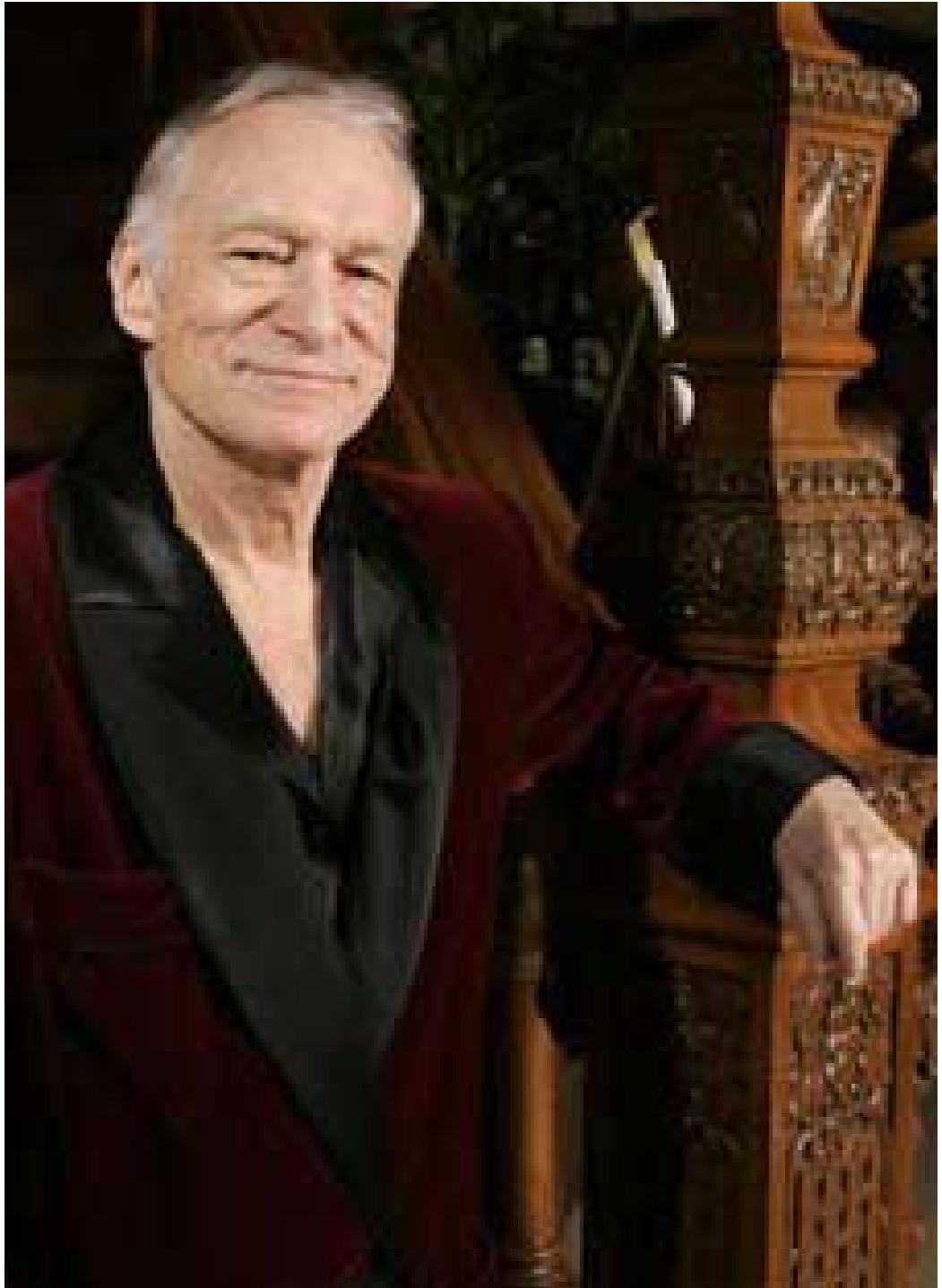
**FatDUX**

## *Scary service fact #3*

*People are people.  
Online and offline.*

*So the next time you experience  
bad service somewhere, go and  
check that your site isn't making  
the same mistake.*

**There are only three basic types of service**



H  
elp  
E  
nhance  
F  
ix

FatDUX



H  
elp

“Beam me up,  
Scotty.”

FatDUX

# I need you to help me...

- do something
- understand something
- avoid the horrible “Browser Monster”

# I won't tell you that I need you to...

- make my life easier
- stroke my ego
- make me feel wanted



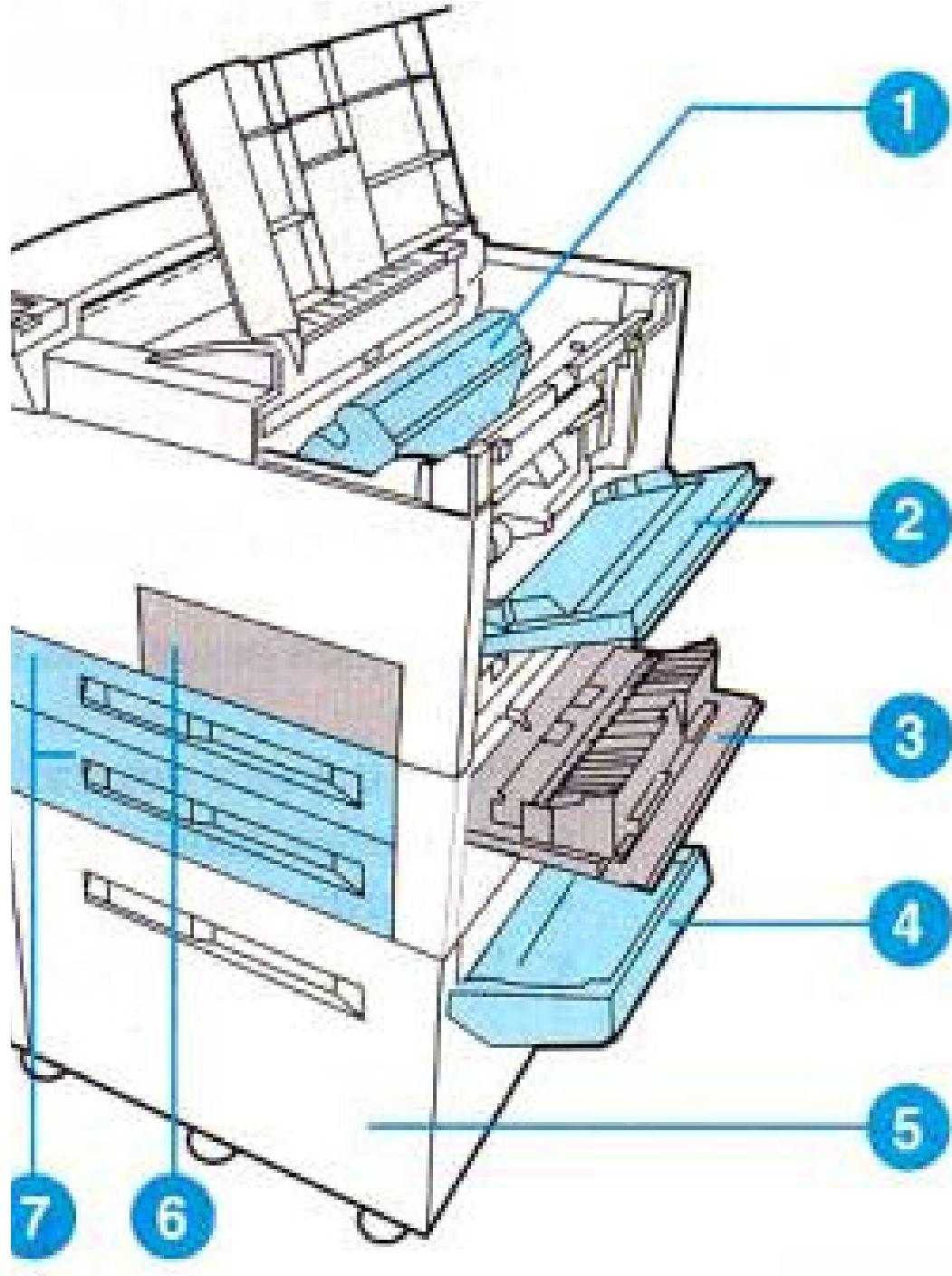
Enhance

**“Milk AND  
cookies!”**

**FatDUX**

# Ooh! You just gave me...

- a useful contextual link
- a happy surprise
- an unexpected benefit
- a better experience



Fix

**“The doggone  
printer ate  
my homework!”**

**FatDUX**

# Please...

- sort out my problem
- keep it simple
- don't waste my time
- keep me out of trouble

# Today's topics

-  Defining innovation
-  Improving service
-  Building shared references

**And what are you looking for in a **shoe**?**

**FatDUX**

[Landsend.com](#)[Overstocks](#)[Customer Service](#)[Business Outfitters Site](#) >[Welcome](#)[Women](#)[Men](#)[Girls](#)[Boys](#)[For the Home](#)[Luggage](#)**1-800-963-4816**[shopping bag](#)[my account](#)[my model](#)[search with an item number or keyword](#)[go](#)[In All Products](#) ▾**Men's****New Arrivals****Men's:**[Belts & Accessories](#)[Blazers & Sportcoats](#)[Casual Shirts](#)[Casual Pants](#)[Custom Clothing](#)[Dress Pants](#)[Dress Shirts](#)[Hats, Gloves & Scarves](#)[Jeans](#)[Mocs & Turtlenecks](#)[Neckties](#)[larger view](#)[try it on](#)

**Pretty Dry Hiker flexes like a sports shoe, supports like a boot.**

- Combination insole board is flexible at the forefoot, stable at the heel
- Combination upper is water-resistant suede and 1200 denier nylon for protection and long life
- Cushioned tongue and collar for comfort
- Handy removable orthotic
- Lightweight EVA midsole/long-wearing rubber outsole
- [More info and specifications](#) at the bottom of page

**Alternatives**[Men's Camp Mocs](#)[Men's Lace-up Walking Shoes](#)[Men's Slip-on Walking Shoes](#)**FatDUX**

**HOME**

**QUICKSHOP OR SEARCH**

Entire Site

Enter item # or keyword

**DEPARTMENTS**

**Men's**

- Outerwear
- Shirts
- Pants & Shorts
- Sweaters & Blazers
- Sleepwear & Underwear

**Footwear**

- Shoes
- Hiking Boots**
- Boots
- Slippers
- Sandals
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## Men's

► [Footwear](#) ► [Hiking Boots](#)

Blue



 [View larger photo](#)

**Colors** (about color availability)



[Black](#)



[Blue](#)

### Gore-Tex Knife Edge Hikers

- Designed for rugged day hikes and overnights
- Waterproof, breathable Gore-Tex lining
- Puncture- and abrasion-resistant synthetic-fabric upper
- Available in two widths

[\(view details\)](#)

[Gift Boxing Information](#)

[Compare to Similar Items](#)

Named for the sheer ridge traverse on Maine's Mt. Katahdin, these boots have everything you need for stability and support in demanding conditions – and a comfortable, lightweight design you'll appreciate in any circumstances. Rugged, puncture- and abrasion-resistant synthetic-fabric upper and polyurethane-coated leather rand reduce wear from rocks and roots. Waterproof, breathable Gore-Tex® lining keeps water out while allowing heat vapor to escape. Internal

### To Order

[\(log in to save time\)](#)

#### Step 1: Select an Item

TA49771

\$125.00

#### Step 2: Select Options

Width:

Shoe Size:

Color/Style:

Quantity:

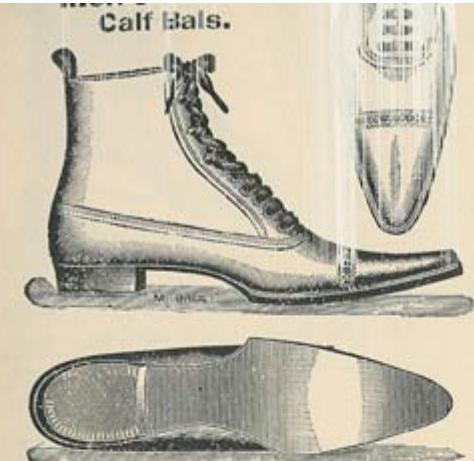
#### Step 3: Ship To

Me

or other:

Enter a nickname, like "Dad" or "Ann." We'll ask for shipping info at checkout.

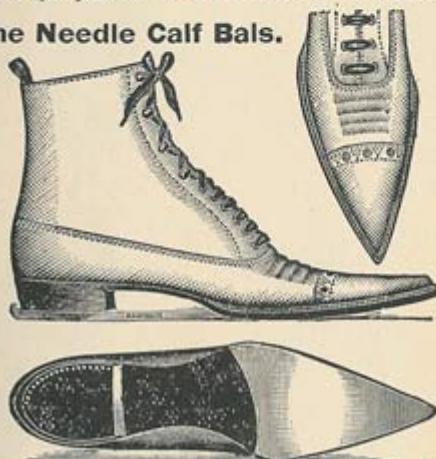
**ADD TO SHOPPING BAG**



Calf Bals.

No. 3942 Men's Custom Calf Bals, made from the finest selected calf skin, hand sewed with the best linen waxed thread; made over the new opera last, which will be very popular this season, fine kangaroo tops, and bottoms cut from the best oak tan sole leather. If you wish a shoe thoroughly up to date, and as good as can be made, do not pass this one. Warranted. Sizes, 6 to 11; widths, A, B, C, D, E and EE. Weight 33 oz. Price, per pair.....\$3.75

Fine Needle Calf Bals.



No. 3944 Men's custom made Calf Lace Shoes. The stock in this shoe is of the very best selection, and is of such weight as to give the best possible service. The shoe is made over the long drawn out



Our  
Crack  
Proof  
Shoe.

No. 3950. The best tanners in America have been experimenting for years, trying to discover a leather which would be crack proof. One at least has been successful, and has discovered a new method of tanning calf skin which not only makes it absolutely crack proof, but improves its looks. The stock has a heavy pebbled surface, is very soft and pliable, and will take a polish much better than the ordinary calf skin. The shoe is made over the Bull Dog last, which is the newest thing out, is a Goodyear welt, and the bottoms are the best oak sole leather with extended edges. It has a calf back stay and top facing, and we can recommend it to those who want one of the latest shoes out. Every pair warranted crack proof. Sizes, 6 to 11; widths, C, D, E and EE. Price per pair.....\$3.45

Men's Cordovan Lace, Opera Toe.



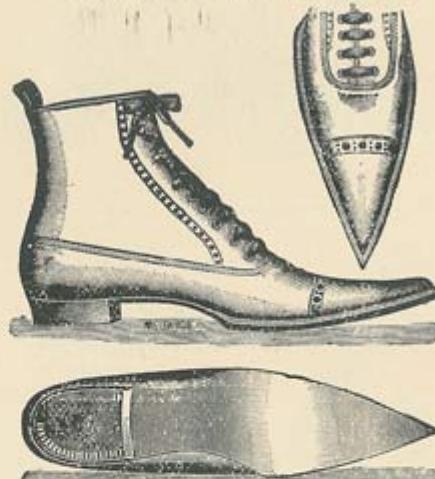
\$6 VALUE  
FOR  
\$4.50

No. 3952 Men's Shell Cordovan Bals, made from finest selection of cordovan, or horse hide. This shoe has the new opera toe, which is between the needle and the Yale toes, and a great many prefer it to any other style. The bottoms are cut from the best oak sole leather and sewed on by hand, making it a very handsome and durable shoe. The horse hide leather being very tough will retain its shape much better than any other leather. Sizes, 6 to 11; widths, C, D, E and EE; weight, 32 oz. Price, per pair.....\$4.50

shoe is fully equal to any. Good wearing qualities to most shoes retailed at from \$1.00 to \$2.00.

This line is one of our best sellers and we have spared no pains to put everything into it which would increase its wearing qualities. If a pair gives out without just cause send them back and get another pair, for they are fully warranted.

Hard Cash Needle Bals.



No. 3967. Men's Selected Calf Bals, made over the needle toe last, with tip, Goodyear welt bottoms, fine dongola top, and a shoe which is suitable for dress wear and will give splendid service. We warrant every pair. Sizes, 5 to 11. Widths, A, B, C, D, E, EE; weight, 32 oz. Price, per pair.....\$2.98

Hard Cash Plain  
Congress.

No. 3968. This shoe, like the one preceding, is made from selected calf skin, Goodyear welt bottoms, and has the plain Adelphia toe, which is medium square and very popular. It has the best Dongola topping and genuine Hub goring; warranted; sizes, 5 to 11; widths, B, C, D, E and EE; weight, 32 oz. Price, per pair.....\$2.98

Hard Cash Bals, Jewel Toe.



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# What's in our shared-reference toolkit?



Words



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**“Ads must be limited to 25 words.”**

## **Old Hawaiian Hula Dancer Girl Motion Lamp**

All original and signed Dodge Inc on the base. Shade is original also but needs some repair or restoration. The hula girl is in wonderful condition with a fabulous patina. There is a little loss to the bronze finish at her right shoulder. No chips, cracks, repairs or scratches. Hula mechanics work excellent -- strong and quiet. Light works also. The only damage I have to report is the switch is bent some but still works -- I don't want to try to straighten it and risk breaking it. There are 4 settings--off, hula only, lamp only and lamp and hula. Wiring looks good. Base is 7 1/4" diameter. Lamp is 18" tall to top of the socket, 21 1/2" tall with shade attached. This is the very first hula girl motion lamp -- she has a lei around her neck and around each ankle. She looks to be made of bronze but I don't think so. Circa 1940's. What looks like spotting on the base is magnified dust particles from rubbing my finger on her skirt to straighten it out -- my camera really shows them up for some reason.

## *Scary content fact #1*

Longer text outperforms  
short text by 40.5%

- Long-copy ROI = +21%
- Short-copy ROI = -14%

**“Words fail me...”**

**FatDUX**



**FatDUX**



**FatDUX**

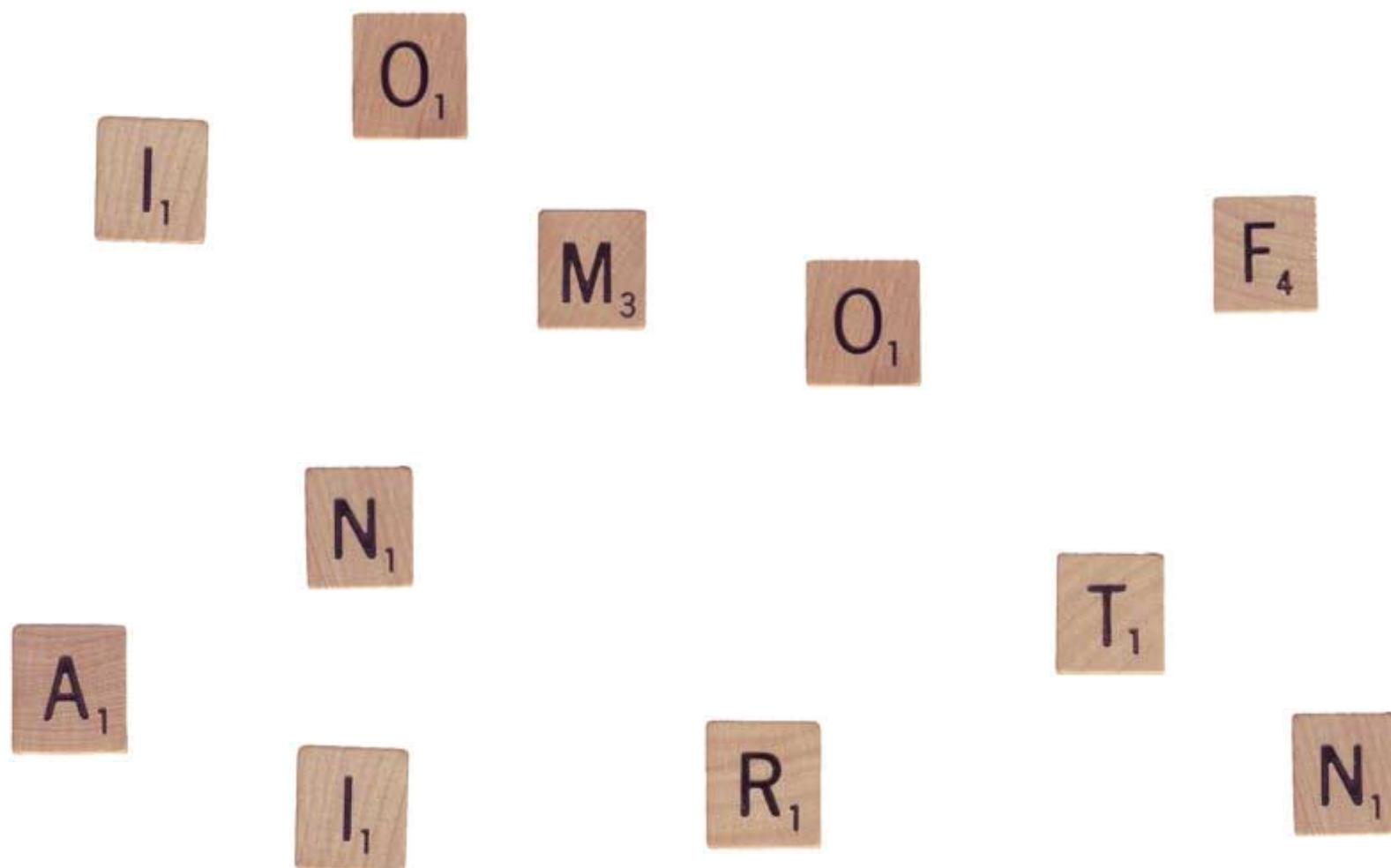


**FatDUX**

## *Scary content fact #2*

Adding *more* content is  
not a solution.

Ensuring *better* content is.

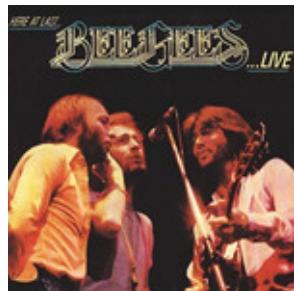


**FatDUX**

## *Scary content fact #3*

*Content is king.  
But context is the kingdom.*

<http://www.cdnow.com>



“Words”



**FatDUX**

# The magic of context

- It differentiates your products
- It differentiates your company
- It provides a service
- It facilitates upselling

Shop All Departments

Search Books

GO

Cart

Your Lists

Books

Advanced Search

Browse Subjects

Hot New Releases

Bestsellers

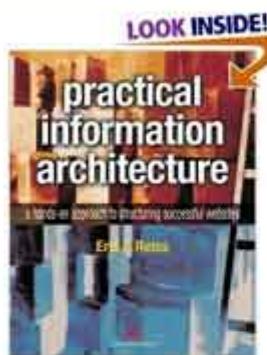
The New York Times® Best Sellers

Libros En Español

Bargain Books

Textbooks

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LOOK INSIDE!™

**Practical Information Architecture: A Hands-On Approach to Structuring Successful Websites (Paperback)**

by Eric L. Reiss (Author)

4.5 out of 5 stars (13 customer reviews)

Availability: Available from [these sellers](#).

25 used &amp; new available from \$2.95

25 used &amp; new from \$2.95

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**Kenmore Canister Vacuum Cleaner Blue (28014)** [I Own It](#)

| Sears Item# 02028014000 | Model# 28014

Rating 3 (Based on 40 Written Reviews) | [Create a Review](#)

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Kenmore Canisters  
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## Ultracare Kenmore C Canister Allergen Filtration Vacuum Bags

[I Own It](#)

[ Sears Item# 02050104000 | Model# 609307 ]

 Rating 4.5 (Based on 26 Written Reviews | [Create a Review](#))

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### Product Description

Ultra Care Kenmore C Canister Allergen Filtration Vacuum Bags

Designed to Fit select Kenmore Canister Vacuums

Micro-Lined Allergen Filtration Vacuum Bags Trap 99.97% of Dust, Pet Dander, Mold and Pollen down to 5 Microns

## *Scary content fact #4*

Your ability to handle context issues will become one of the key differentiating factors that sets your site apart from the crowd.

# So...

- Solve real problems
  - Don't use "innovation" as a buzzword.
- Create stronger services
  - For your end users. They are the folks who matter.
- Build better shared references
  - Because this is the secret to e-commerce success.
- Use context as a competitive weapon
  - Before someone else beats you to it.

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