

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

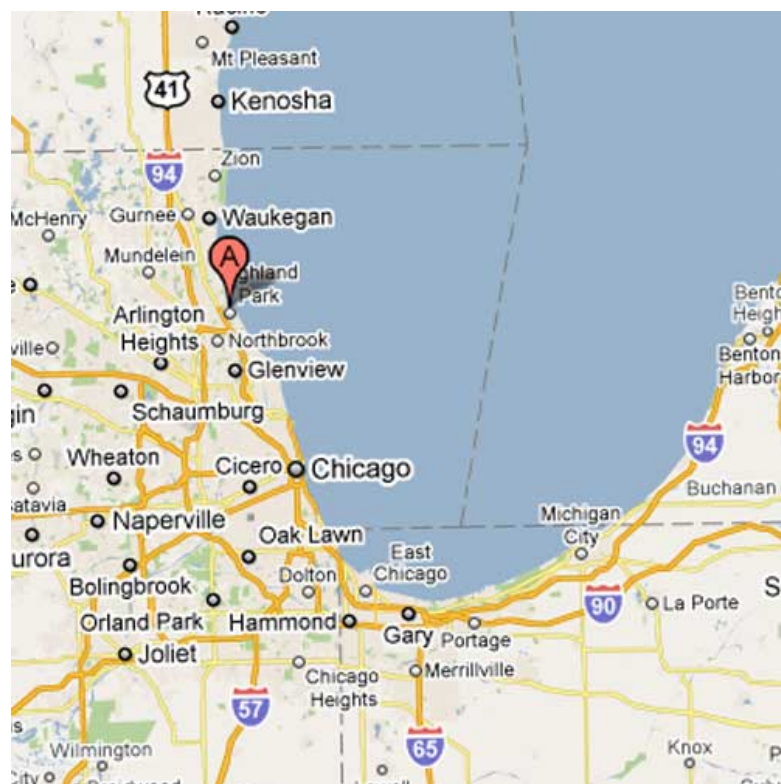
Eric Reiss
@elreiss
ICMA
April 28, 2011
Nice, France



FatDUX



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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?



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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 08c ti, 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

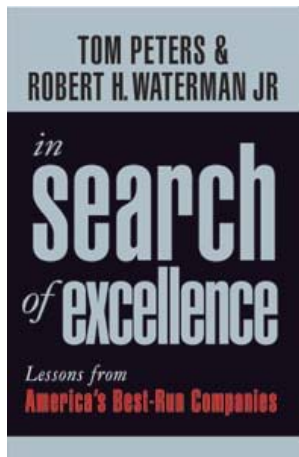
2 : a new idea, method, or device

best prac•tice

noun

1 : best way of doing a thing

2 : a tested idea, method, or device



Three bad reasons to innovate



To differentiate your product/service

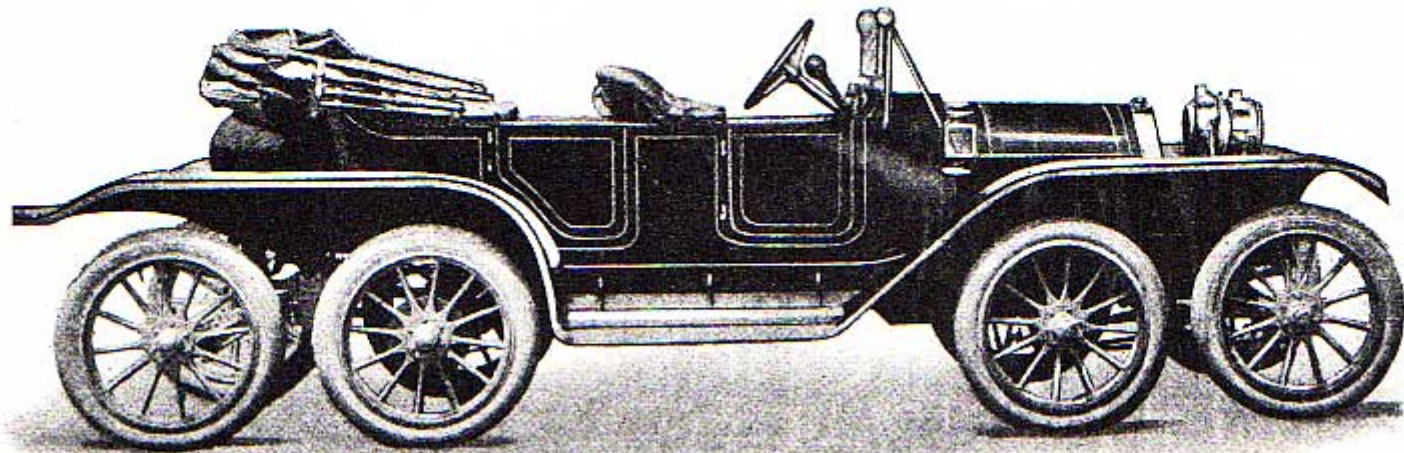


To be “original”

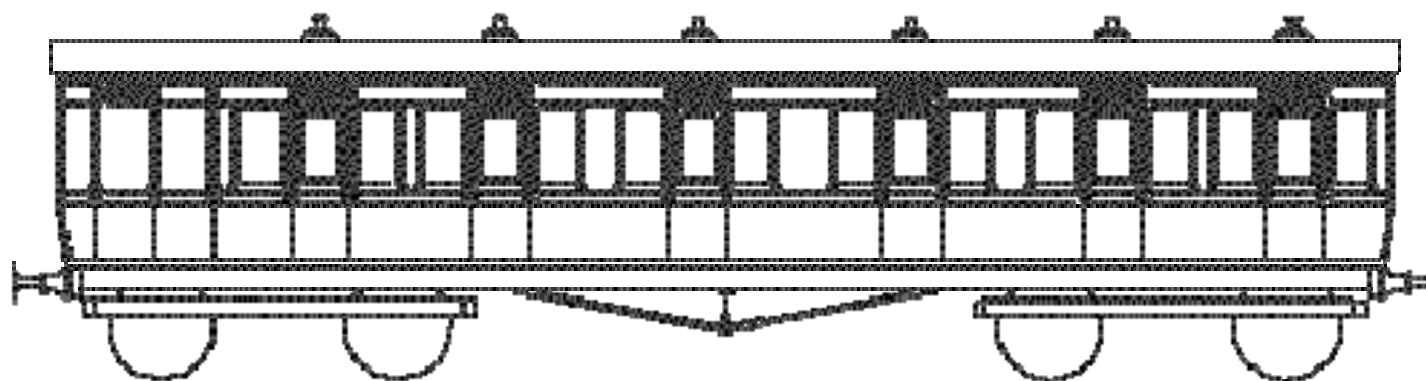


To satisfy your ego

THE OCTO AUTO



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Experiment



FatDUX

Invention



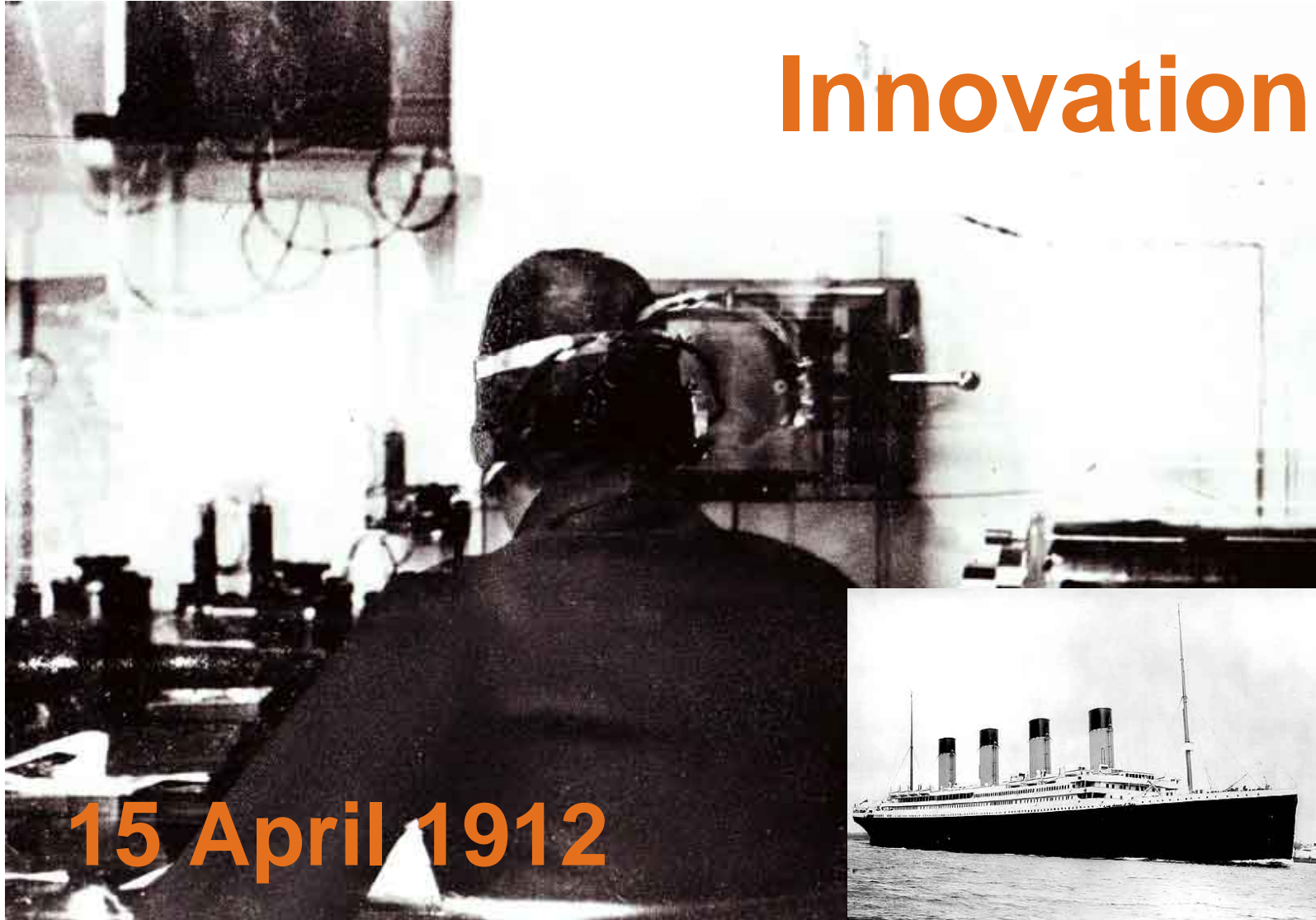
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Invention



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Innovation



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Form No. 1-100-17.11.11

Sent date

16 April

The Marconi International Marine Communication Company, Ltd.

WATERSGATE HOUSE, YORK BUILDINGS, ADLPHI, LONDON, W.C.

No.	3/1	Relive	OFFICE	16 April	19
Prefx	LOS	Code	Words	CHARGES TO PAY.	
Office of Origin	Titanic			Marconi Charge ...	
Service Instructions:				Other Line Charge...	
				Delivery Charge ...	
				Total . . .	
				Office sent to	Time sent
				DK7	11:30 P
				By whom sent	3

COPY.

To:

CQ

READ THE CONDITIONS PRINTED ON THE BACK OF THE FORM.

CQ D	require	assistance	position	1146h
50.14h	struck	iceberg		
		Titanic		

General Electric, Printers, Ltd., London, E.

PLEASE ASK FOR OFFICIAL RECEIPT.
 Code Address 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!

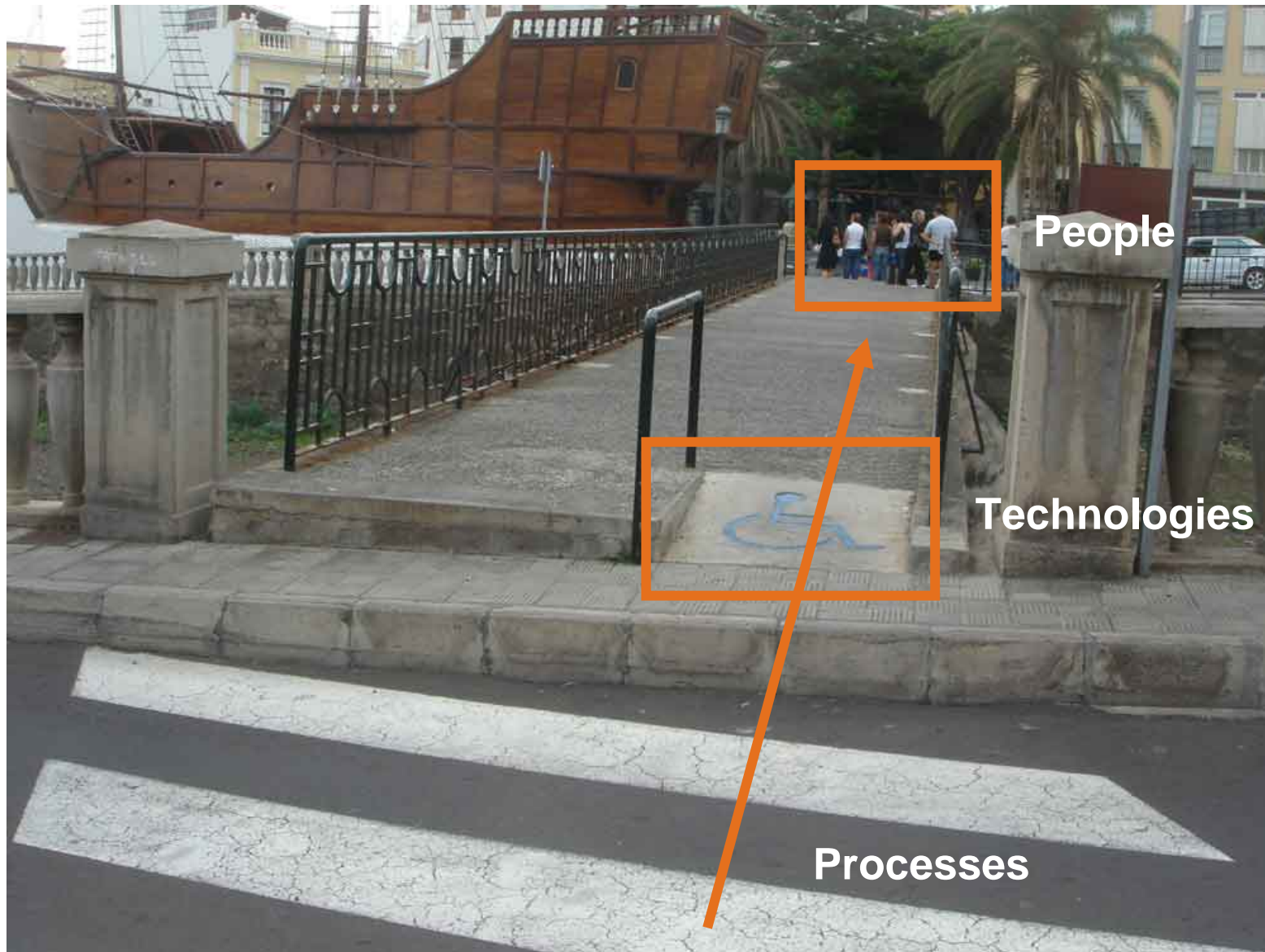
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Law of Innovation #1

*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.*



Law of Innovation #3

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

Innovation Lifecycle





HEMPEL

[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



HEMPEL 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 brænds [Læs mere...](#)

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

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

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1 2 3

→ FORRETNINGSOMRÅDER

→ 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 forspring. ...

→ 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 pressemeddelelser

→ AKTIONÆRINFORMATION

- 18. november, 2009
Insideres handler 0509
- 16. november, 2009
Insideres handler 0409

→ Flere selskabsmeddelelser



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...

**Bolig i
balance**

KUN 100

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 prislister
for VELUX
ovenlysvinduer,
solafskærmning
og service[Gå til prislister](#) >**Vidste du,**
at VELUX
solafskærmning
reducerer varme-
tabet – og din
varmeregning?[Læs mere her](#) >

Gardinshop

Køb original VELUX
solafskærmning
online[Gå til Gardinshoppen nu](#) >*Bringing light to life.*



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

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



Lower 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](#) >



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



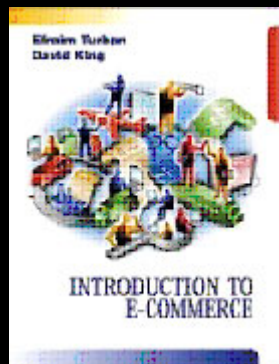
Your solution looks like something you also did last week

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

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Dissatisfied

Satisfied

Did not meet

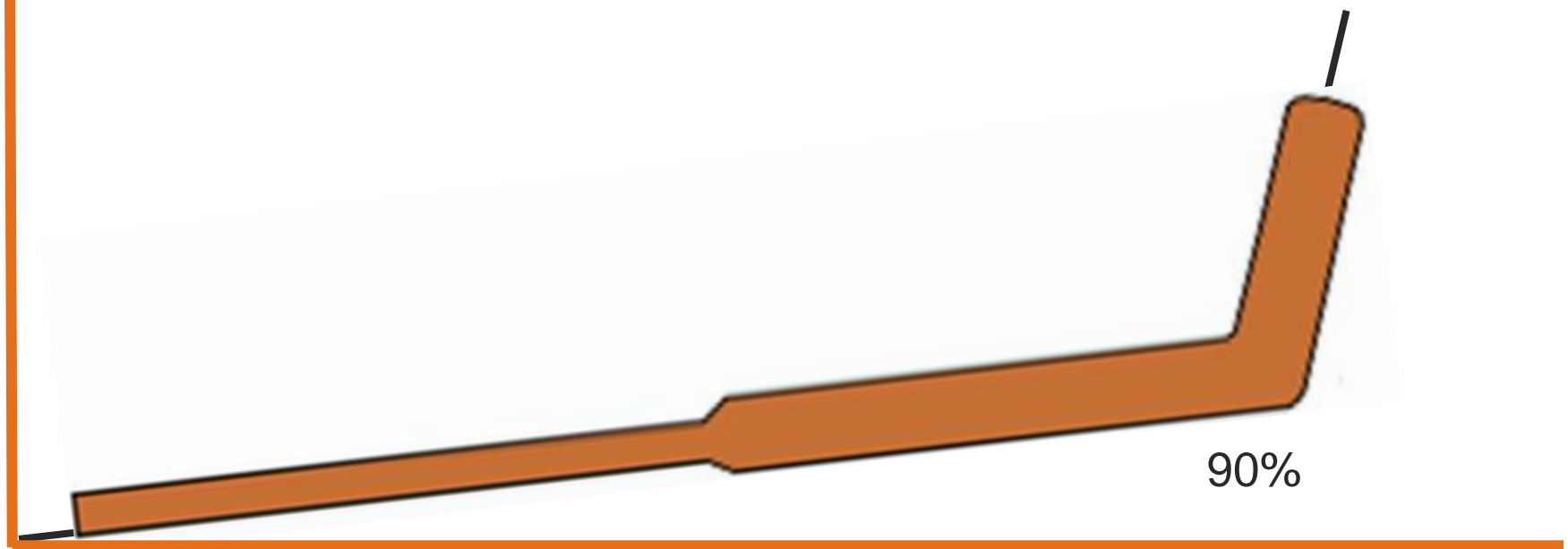
met

Exceeded

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“Hockey-stick” satisfaction

Loyalty



90%

Satisfaction

FatDUX



**“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...



Code No. Item	Quantity	Price	Total (RM)
GF128 Godiva	1	20.00	20.00
GL178 L'Occitane	1	98.00	98.00
Total (RM)			118.00

License Number KPDN (DN) (J/L): AJL 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:

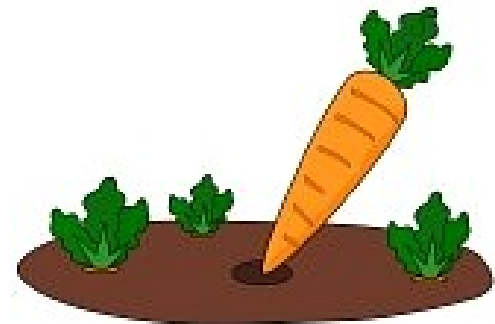
Flight No:

Departure Date: 

Confirmed Seat No If Any:



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last name

Reiss

suffix

address

Strandøre 15

city

Copenhagen

state/region/province
required field

zip
not a valid zip code

2100

email address

phone number
required field

Amount

FatDUX

last name

Reiss

suffix

address

Strandøre 15

city

Copenhagen

state/region/province

Florida




zip

33156

email address

phone number

not a valid phone number

+45 20 12 

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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
素材材について

PLAY WOOD
森の木質

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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- Alle
- Billeder
- Videoer
- Mere

Odense
Skift placering

Nettet
Sider på dansk
Sider fra Danmark
Oversatte udenlandske
sider
Flere værktøjer

touch wood sh-08c til salg



Søg

Ca. 559 resultater (0,17 sekunder)

Avanceret søgning

► [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/ - 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/ - 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/ - 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/ - 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 - Cached

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Searching for **Touch Wood SH-08C til salg?**
[Find Touch Wood Sh 08c Til Salg](#)
 Stop searching for Touch Wood Sh 0...
<http://www.monstermarketplace.com/>

Looking for Touch Wood S
 Get all of the information you nee...
<http://www.MonsterMarketplace.com/>

Designer tøj og sko til discc
 Shop Dametøj og sko Online fra de ...
<http://tinyurl.com/sfChitika> | Premium

« Dell: viser køreplanen 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

//</s'+cript>'; //]]>

Searching for **Touch Wood SH-08C til salg?**
[Find Touch Wood Sh 08c Til Salg](#)
 Stop searching for Touch Wood Sh 0...
<http://www.monstermarketplace.com/>

Chitika | Premium

Oversæt dette indlæg

Oversættelse



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.

Searching for **Touch Wood SH-08C til sa**

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

[Looking for Touch Wood Sh 08c Til](#)
 Get all of the information you nee...
<http://www.MonsterMarketplace.com/>

[Designer tøj og sko til discount p...](#)
 Shop Dametøj og sko Online fra de ...
<http://tinyurl.com/shoes-designer>

Chitika | Premium




> Spil (373)

> Nyheder (31667)

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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 »](#)

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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



[Touch Wood](#)

Buy **Touch Wood** here Fast, secure, reliable www.auravita.com



[Til salg](#)

QXL har alt hvad du søger. Få en fed pris på auktionen. Se her www.qxl.dk



[Panel PC](#)

med pekskærm, 5-42", för butik, industri, fordon, kontor, m.m. capax.se/panel-pc



[Touchscreen](#)

Leder du efter de bedste priser på Touchscreen? Find priser her! www.pricerunner.dk/Skaerme








[Shop at OAK](#)




Women's and Men's Designer Clothes, Shoes, Bags & Lifestyle Accessories 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	Fiat 500 1,4 Lounge, 2010	Fiat 500 1,2 Pop, 2009, kr	Fiat 500 1,3 MJT 75	Fiat 500 0,5 2-dørs,
				
Kr. 129.800	Kr. 189.900	Kr. 109.900	Kr. 149.000	Kr. 38.500

Alle annoncer (264)
Kun private (70)
Kun forhandlere (194)
Galleri
Kort

Annoncetext	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" <small>8600 Silkeborg Sand Jensen Automobiler A/S</small>	I dag	Kr. 129.900
 Fiat 500 1,2 Lounge Start&Stop, 2011, km 2000, Hvid, ABS Benzin, airc., 15"... <small>4700 Næstved Max Due A/S - Næstved</small>	I går	Kr. 154.900

Scary service fact #3

*Unhappy customers are
dangerous.*



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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 -
[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 salestalk.
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.

Sources: Paco Underhill, Eric Reiss

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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)

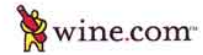
arrives in a combination of 2 or 3
bottle burgundy gift boxes



☐ bag (\$3.99 each)

arrives wrapped in bag

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



Thank you so much for speaking in my class!
--Lynn

REF2: 2478534 1/1

CSI 8.0 Winepage 72AA 10/2007

Batch Ref: FL-DA-20080313-0043
Batch Date: 3/13/2008
Order #: 2478534
Printed on: 3/13/2008 2:14 PM

Sender: Lynn Boyden

Qty:	Item Number:	Bin No:	Description:
1	SOU170114-2004	007-007	Mount Veeder 2004 Cabernet Sauvignon

Sender: Lynn Boyden

Ship To:

Eric Reiss

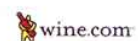
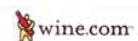
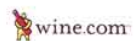
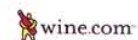
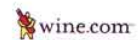
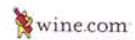
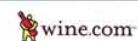
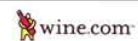
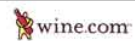
6400 SW 102 St
Pinecrest, FL 33156
800-592-5870

Wine.com
10190 NW South River Dr.
Medley, FL 33178
Wine.com - 800-592-5870

** End of Items **



wine.com
Mount Veeder
2004 Cabernet Sauvignon
Date purchased: 03/10/2008
Rating: CG90
Sent by: Lynn Boyden



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We hope you've enjoyed your experience with Wine.com so far.

~~Due to your shipping status, this year we got an extraordinary response to our One Cent Shipping Club, so we're bringing it back again this year. Order three times (\$150 or more each) in any calendar quarter, and you're in! You'll get your personal promotion code to pay just a penny for standard shipping for the rest of 2008! Visit www.wine.com/onecent for details.~~

- **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

Wine.com 800.456.1433

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

Mount Eden SANTA CRUZ Mountains ★★★ Grundlagt af den californiske vinfuru 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' (skruekapsel) 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, førsteklasse 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: senhøstet 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)

Cabernet Sa
nia'. Hold og
Mistral'. Rec
som Phelps I

Philip Togni V
(tidligere MA
en lille ejend

Philips, R H Y
gan Hills lav
i serien 'EXP

Pine Ridge NA
forskellige A
halvtørre Ch

Pinot Noir

I det forgan
det er ingen
vinen på det
alkoholrige I
vine – nogle
vindrikkere,
vine, der kor
Duckhorns 'I
Browne Russ



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JH

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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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\$13.99 94pts

in \$29.99 94pts

\$16.79 95pts



2003 Napa Valley Cabernet

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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.

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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 salestalk.
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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Innocent Bystander
Shiraz Viognier 2005

JH

Our Price: \$14.99

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THIS WEEK'S
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<input type="checkbox"/> d'Arenberg d'Arrys Original ...	\$17.29 94pts
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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](#).

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Silver Oak Napa Valley Cabernet Sauvignon 2003

Our Price: \$99.00

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Faiveley Bourgogne Pinot Noir 2005

Our Price: \$21.99

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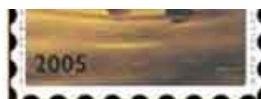


Hartford Court Land's Edge Pinot Noir 2005

Our Price: \$44.99

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Paraduxx Napa Valley Red Wine 2005

Our Price: \$49.99

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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

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Item No. 93686



Felsina Chianti Classico Riserva Rancia 2003

Our Price: \$34.99

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Item No. 91519



Joseph Drouhin Chablis Premier Cru 2005

Our Price: \$29.99

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Ch. Mont Redon

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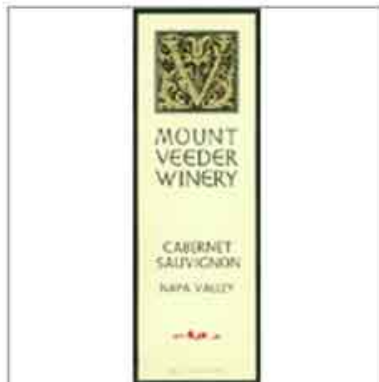
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Mount Veeder Cabernet Sauvignon 2004

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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Item No. 91661

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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.

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number of [reviews](#): 0

number of [lists](#): 3

user reviews:

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Our Price: \$42.99

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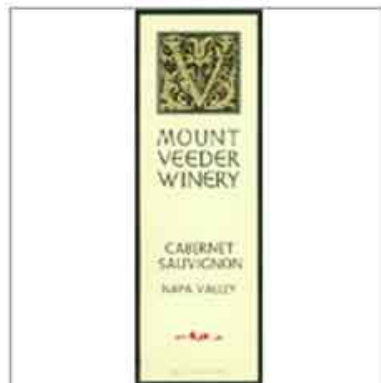
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Mount Veeder Reserve Red 2003
Napa Valley, California
Item No. 90904

Our Price: \$78.99

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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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Mount Veeder Winery

learn about wine

type

- Red Wines
- White Wines
- Sparkling
- Champagne & Sparkling
- Kosher Wines
- Dessert, Fortified & Fruit Wines

region

- California
- Washington
- Oregon
- US
- Australia
- New Zealand
- France - Bordeaux
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- Italy
- Spain
- Portugal
- Israel

About Mount Veeder

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The creation of Mount Veeder Winery was a labor of love. Michael and Adele Saxton discovered the perfect Mount Veeder vineyard.

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Our Price: \$43.99
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Cabernet Sauvignon
2003**

Our Price: \$42.99

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**Vine Cliff Napa Valley
Cabernet Sauvignon
2003**

WE 92

Our Price: \$47.99

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Red Wines
type

Cabernet Sauvignon
varietal

Napa Valley
appellation

California
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



Our Price: \$43.99

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)

Red Wines
type

Cabernet Sauvignon
varietal

Napa Valley
appellation

California
region



My Rating (circle) : ☆☆☆☆

Date Printed: 4/5/2008

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Mount Veeder Cabernet Sauvignon 2004

(search item no. 91661)

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- 2003 Reserve Red (search item no. 90904)

About Mount Veeder Winery:

The creation of Mount Veeder Winery was a labor of love. Michael and Arlene Bernstein discovered the rugged Mayacamas Mountain property that became Mount Veeder in the early '60s. In 1964, 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 farmhand came to Michael with a bundle of cast-off cuttings. Knowing very little about grape growing, Michael planted the cuttings into the ground on Memorial Day, 1965. 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 Gaines, 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 vines should be an expression of place, or terroir.

FatDUX



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

Featured 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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[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 >>

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 salestalk.
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.



wine.com™

Ranked the #1 online wine store by Internet Retailer magazine -- 2005, 2006, & 2007.

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

Enter keyword

[search](#)

[advanced search](#)

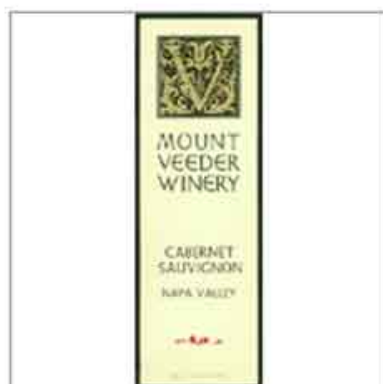
SHIP TO

FL

Florida



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



[enlarge image](#)

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

related links

shop all:

[Mount Veeder](#)

[Wine from Napa Valley](#)

[Cabernet Sauvignon](#)

learn about:

[Mount Veeder](#)

[Wine from Napa Valley](#)

[Cabernet Sauvignon](#)

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 Mastercard

card number

expiration date Month Year

card id # ?

country UNITED STATES OF AMERICA

name on card

address 1

address 2

city

state FL **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

company

address 1

address 2

city

state **zip**

country UNITED STATES OF AMERICA

phone

☒ 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".

FatDUX

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)



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

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

[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.com™

Ranked the #1 online wine store by Internet Retailer magazine -- 2005, 2006, & 2007.

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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 [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

[search](#)



[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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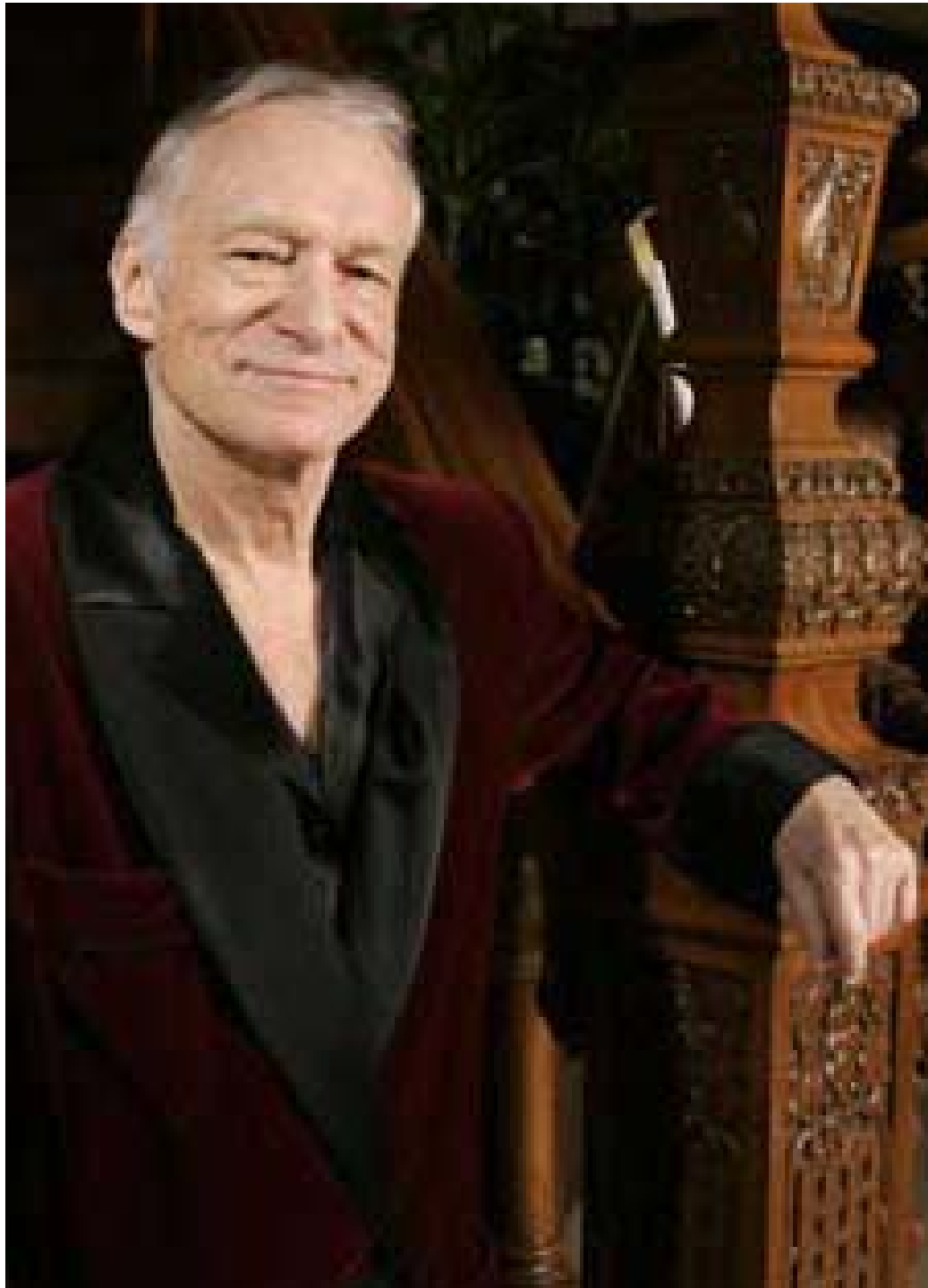
FatDUX

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**



Help

Enhance

Fix

FatDUX



Help

**“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



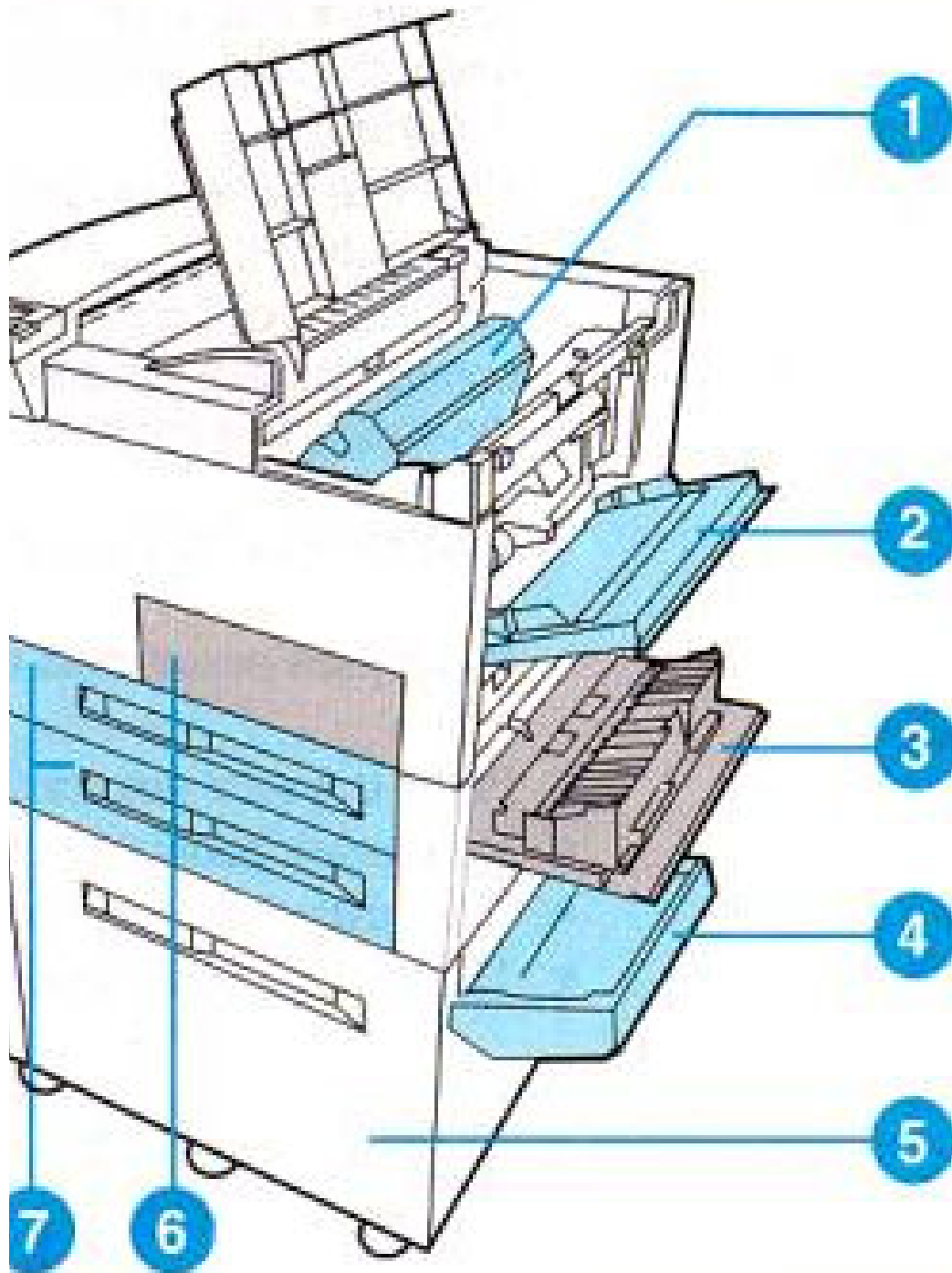
Enhance

**“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?



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](#)

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[Jeans](#)

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[Turtlenecks](#)

[Necktie](#)

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[Girls](#)

[Boys](#)

[For the Home](#)

[Luggage](#)



[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](#)



Men's Water Resistant Hikers

Item #9269-8A80

\$ 124.95

[size charts](#)

INSTRUCTIONS: Click color for larger view. Click size to select item.



[8.5](#) [9.5](#) [10](#) [10.5](#) [11](#) [11.5](#) [12](#)

Charcoal



[8](#) [8.5](#) [9.5](#) [10](#) [10.5](#) [11](#) [11.5](#) [12](#)

Dark Brown



[8.5](#) [9.5](#) [10](#) [10.5](#) [11](#) [11.5](#) [12](#)

Dark Tan

FatDUX

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

Socks

Active Clothing

Accessories

New for Spring

Shopping Guides

Women's

Kids'

Outdoor Gear & Apparel

Luggage & Travel

Home & Outdoor Living

Gift Certificates

ALSO FROM L.L.BEAN

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:

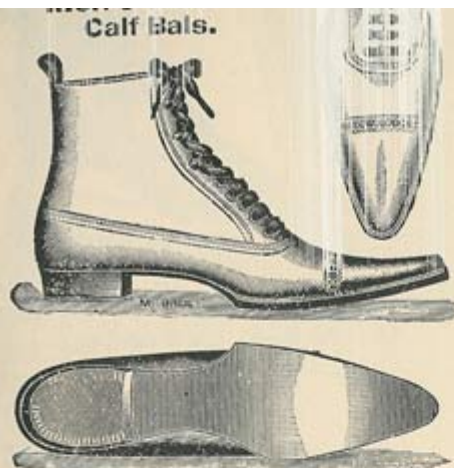
Quantity:

Step 3: Ship To

or other:

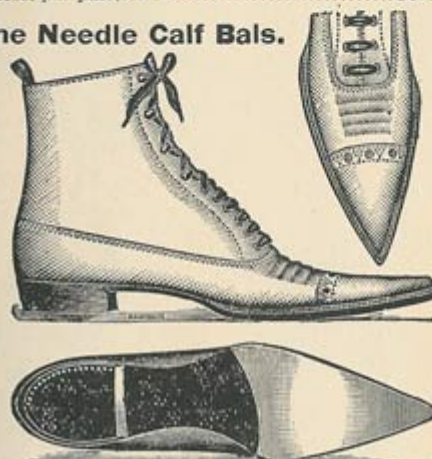
Enter a nickname, like "Dad" or "Ann." We'll ask for shipping info at checkout.

ADD TO SHOPPING BAG



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

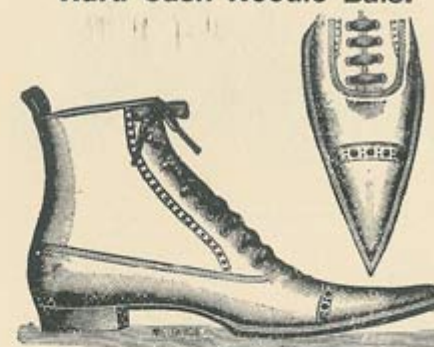


No. 3952 Men's Shell Cordovan Bals. made from finest selection of cordovan, or horse hide. This shoe has the new opera toe, which is between the needle and the Yale toes, and a great many prefer it to any other style. The bottoms are cut from the best oak sole leather and sewed on by hand, making it 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

does it only equal it in quality and wearing qualities to most shoes retained at from \$4.00 to \$5.00.

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



“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...”



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FatDUX

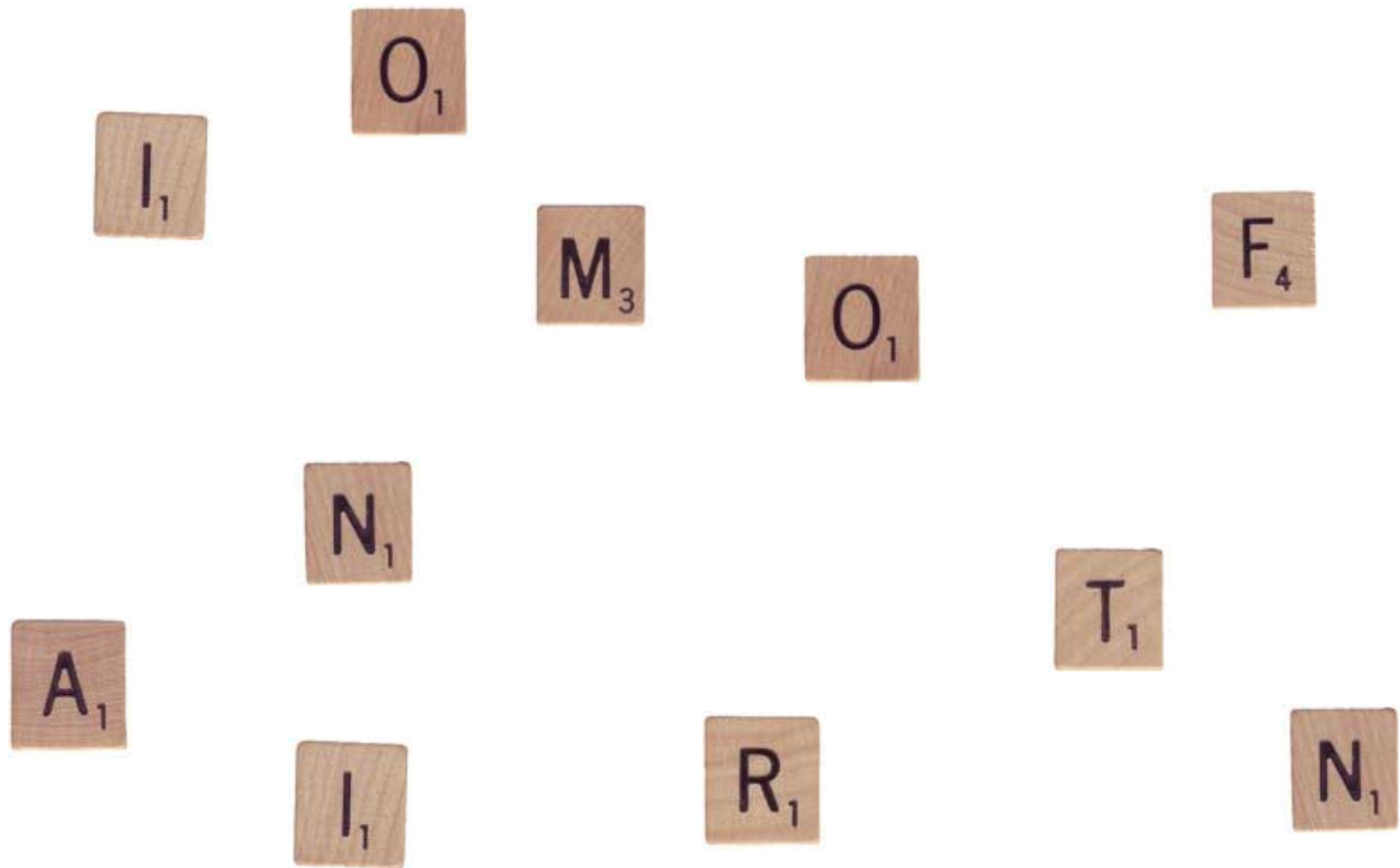


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Scary content fact #2

Adding *more* content is
not a solution.

Ensuring *better* content is.



Scary content fact #3

Content is king.

But context is the kingdom.

<http://www.cdnow.com>



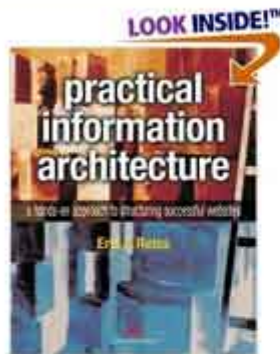
"Words"



FatDUX

The magic of context

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

[Share your own customer images](#)[Look inside this book](#)

Are You an Author or Publisher?
[Find out how to publish your own Kindle Books](#)

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

by [Eric A. Reiss](#) (Author)

★★★★☆ (13 customer reviews)

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

25 used & new available from \$2.95

25 used & new from \$2.95

[See all buying options](#)Have one to sell? [Sell yours here](#)[Add to Wish List](#)[Add to Shopping List](#)[Add to Wedding Registry](#)[Add to Baby Registry](#)[Tell a friend](#)

Customers Who Bought This Item Also Bought

Page 1 of 4



[Information Architecture: Blueprints for the World Wide Web](#) by Christina Wodtke
★★★★☆ (27) \$20.99



[Designing Web Usability \(VOICES\)](#) by Jakob Nielsen
★★★★☆ (232) \$32.99



[Information Architecture for the World Wide Web](#) by Louis Rosenfeld
★★★★☆ (40) \$26.39



[The Elements of User Experience: User-Centered Design](#) by Jesse James Garrett
★★★★☆ (34) \$20.99



[Web Project Management: Delivering Success](#) by Ashley Friedlein
★★★★☆ (24) \$38.37

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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](#))

This product is available through a Sears distributor. To purchase this product please visit our [International Distributors](#) page
Sold by Sears

[Overview](#)[Specifications](#)[View all special offers...](#) [International Shipping](#)

More Product Information...

[Description](#)[Sears Can Help](#)[Specifications](#)[Special Offers](#)[Discussions](#)[Ratings & Reviews](#)[Kenmore Canisters](#)[Kenmore Vacuums & Floor Care](#)[All Kenmore](#)

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Ultracare Kenmore C Canister Allergen Filtration Vacuum Bags

[I Own It](#)

| Sears Item# 02050104000 | Mode# 609307

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

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Sold by Sears

Quantity

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Ultracare

[Ultracare Vacuums & Floor Care](#)[Ultracare Parts & Accessories](#)[All Ultracare](#)

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.

Eric Reiss can (usually) be found at:

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2100 Copenhagen
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Office: (+45) 39 29 67 77

Mobil: (+45) 20 12 88 44

Twitter: @elreiss

info@fatdux.com

www.fatdux.com

