



Net Gain: Expanding Markets Through Virtual Communities

By John Hagel III, Arthur G. Armstrong

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"Net Gain" identifies where the next level of value lies on the Internet and lays out the first economic model to quantify the revenue potential and the investment required to build a successful virtual community. From the offerings of commercial online services such as the Motley Fool Investment group to Internet communities of book lovers, "Net Gain" offers a multitude of real-world scenarios and lessons for building value and creating competitive edge. The authors clearly show that in order to compete in the online economy, you must establish an entirely new approach to product development, marketing, customer service, and distribution, and rethink your company's relationships to customers, suppliers, and competitors. And they show you how to do it.

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Editorial Review

Amazon.com Review

Building relationships with customers has been a buzz phrase in many business circles for years. Now John Hagel and Arthur Armstrong declare that's not enough. They make a strong case that business success in the very near future will depend on using the Internet to build not just relationships, but communities. The payoff, they maintain, will be phenomenal customer loyalty and high profits. But, they warn, this race will definitely go to the swift. Here's a cyberspace book that could make your business future. Not everyone agrees with Hagel and Armstrong, but with stakes so high they deserves a serious reading.

From Library Journal

According to Hagel and Armstrong, both with the multimedia firm McKinley & Company, virtual communities are the marketplaces of the future. Representing more than a physical place on the Internet, they are an evolution in business dynamics. By providing a common forum on the Internet for consumers to share information, the authors argue, vendors are seeking access to these valuable market enclaves, hence creating a power shift from the vendor to the customer. The authors clearly demonstrate their professional experience and business acumen regarding this new market forum. Their book is a manifesto for a generation of entrepreneurs hoping to learn about the future of the online economy. Recommended for those seriously interested in the direction of business markets. --Dennis Krieb, St. Charles Cty. Community Coll. Lib., St. Peters, Mo.

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Review

"The book that is the current rage of the Internet marketing community--*NET GAIN: Expanding Markets Through Virtual Communities* by John Hagel and Arthur Armstrong--puts it this way: "The appearance of the global computer network has set in motion an unprecedented shift in power from the producers of goods and services to the customers who buy them." -- *David Warsh, The Boston Globe, April 5, 1998*

Net Gain is the key to understanding the new business dimension that will increasingly revamp competitive and managerial situations. It not only offers new insights into the exciting world of virtual communities, but also practical advice for using this conceptual revolution for new business opportunities. Every participant at this year's annual meeting in Davos will receive a copy. -- *Klaus Schwab, President, World Economic Forum*

Compelling, thought-provoking, and subversive. In the language of business, **Net Gain** argues that the balance of power is about to shift from producers to consumers, from vendors to customers. It analyzes business models of the future, describing structure, not just texture, and shows how on-line business will change the dynamics of the marketplace worldwide. -- *Esther Dyson, President, EDventure Holdings*

Users Review

From reader reviews:

James Robinson:

Have you spare time for just a day? What do you do when you have much more or little spare time? Sure, you can choose the suitable activity regarding spend your time. Any person spent their particular spare time

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Joseph Johnson:

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