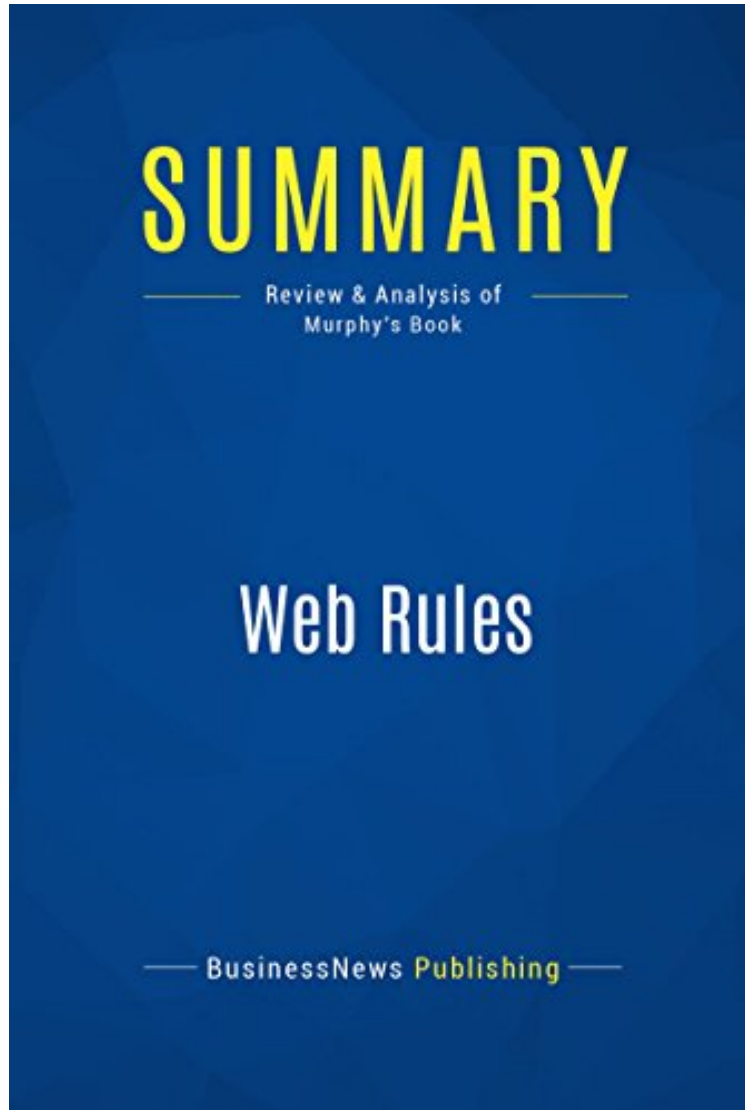


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The must-read summary of Tom Murphy's book: "Web Rules: How the Internet Is Changing the Way Consumers Make Choices". This complete summary of the ideas from Tom Murphy's book "Web Rules" shows that the internet is changing the dynamics of the marketplace by placing the consumer firmly back in the driving seat. In recent times, big

businesses and well-funded corporations have called the shots and made decisions on behalf of the consumers. But with the availability of the internet, consumers are seizing back the initiative to make their own decisions and take control of their own futures. In his book, the author provides a guide to navigating this evolution and how you can take advantage of the internet to influence the choices of your customers. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Web Rules" and find out how you can benefit from the changing marketplace and the possibilities presented by the internet.