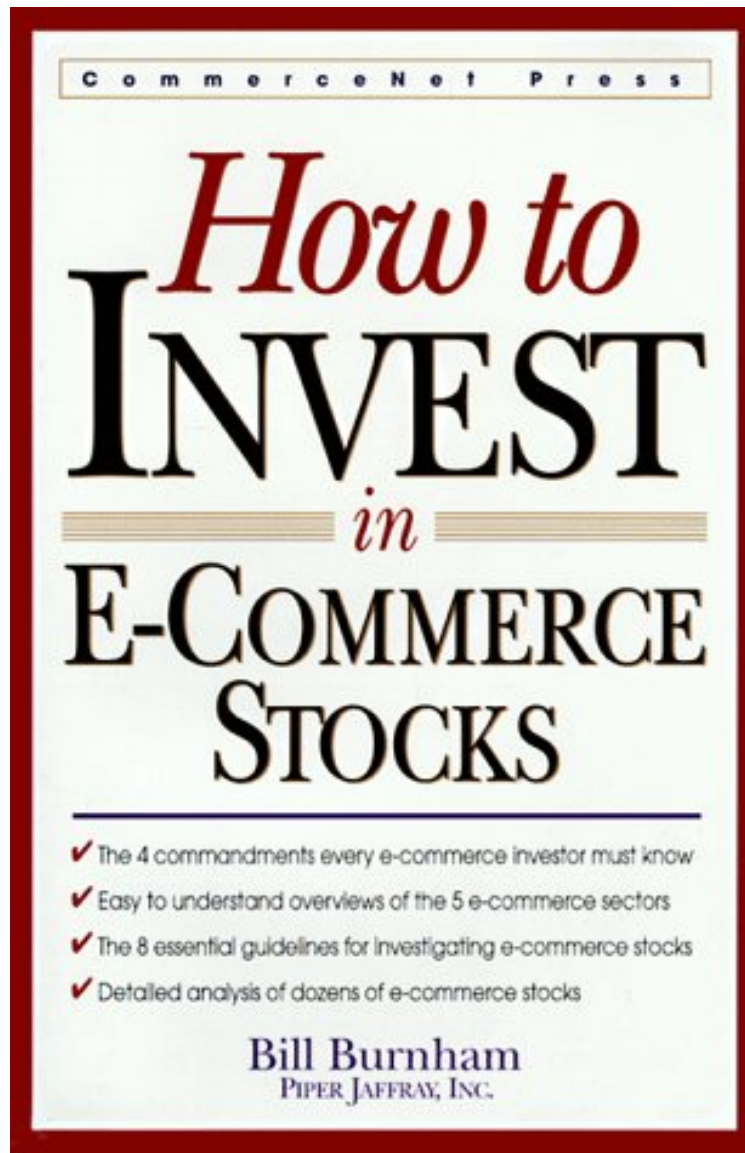


How to Invest in E-Commerce Stocks

Bill Burnham

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Bill Burnham : How to Invest in E-Commerce Stocks before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Invest in E-Commerce Stocks:

9 of 9 people found the following review helpful. NOT a how-to book!By A CustomerThis is an excellent review of the e-commerce industry but don't be misled: it is NOT a how-to book in the classic sense; there are no step-by-step instructions or specific strategies. In this sense, the title is misleading. In all other respects it is a very good book.5 of 5 people found the following review helpful. Excellent!!By A CustomerExcellent! This book is a definite must read for anyone who is either currently investing in Internet and E-Commerce stocks or considering investing. How to Invest in

E-Commerce Stocks, gives the reader not only the knowledge of the sectors that make up E-Commerce, but the market potential, trends and success factors. Mr. Burnham's analysis shows where the "Elephants" of the industry are, those companies such as Microsoft, IBM and Oracle, and whether they will have a negative or positive impact on these new emerging stocks. It is a jungle out there, so knowing where and how the niche stocks fit in and how they can avoid being trampled by the "Elephants" is of utmost importance.³ of 4 people found the following review helpful. Great overview of E-Sectors but lacks meaningful stock info
By A Customer
This text offers great insight into the sectors comprising the world of E-Commerce. The chapters are well organized and contain great detail on trends and pitfalls to be aware of when selecting stocks. Though the book lists the stocks that comprise each sector, the book falls short with providing meaningful insight to what companies are well positioned currently or will be in the near future. This book is strong in evaluating the E-Commerce sectors but has limited value in identifying individual stock investment ideas.

How to research and invest in e-commerce companies without getting burned. Electronic commerce companies can be the darlings of Wall Street--or the dogs. Several firms call themselves key players, but in such a new and fast-changing industry it's tough for most investors to evaluate such claims. Enter Bill Burnham, an e-investment expert, with the first comprehensive guide to researching and investing in e-commerce. He delivers four commandments that individual and professional investors must know, plus eight essential guidelines for investigating various sectors such as security-related products and financial software. Readers will come away knowing how to develop their own e-commerce investment strategy--and will be better positioned to make a killing, rather than be killed, in this hot but volatile area.

From the Back Cover
Don't invest in the electronic commerce industry until you've read this book. If you're willing to take investment risks, the electronic commerce industry offers tremendous profit potential. With the help of How to Invest in E-Commerce Stocks, you can navigate the pinnacles and pitfalls of a business sector poised for explosive growth. Written by Bill Burnham, a pioneer in the study of the e-commerce industry, this must-have guide is packed with clear, concise information and analyses, enhanced by over 100 charts, graphs, and sidebars. Here is everything you need to know to develop a sound, successful investing strategy for this fast-paced, high-risk field, including: a basic definition of electronic commerce and the structure of the industry; the 4 commandments that investors must keep in mind at all times; an in-depth look at the risk factors involved; an analysis of the industry's five sectors: Security, Electronic Payments, Financial Services Software, Business Commerce Software, and Commerce Content; the 8 essential aspects to consider when researching a sector; how to establish a critical "early warning system" to evaluate short-term events and trends; case studies drawn from the experiences of actual companies; an appendix with detailed financial profiles of the public companies focused on electronic commerce. Whether you're an expert in the electronic commerce field, a professional investor, or an individual investor, you can weather the risks, evaluate the companies, and learn How to Invest in E-Commerce Stocks.