e-Riches 2.0

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e-Riches 2.0

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Review by Jeffrey Barlow

This work discusses “Next Generation Marketing Strategies for Making Millions Online.” While there is no guarantee of such stunning success, the author, Scott Fox, has credentials which suggest that he certainly knows his e-business. [1] Fox has written a previously successful work, Internet Riches, and advises noted individuals and corporations.

e-Riches 2.0 concentrates upon the use of Web 2.0 interactive social applications and techniques to market oneself and one’s products. Fox does not neglect, however, the importance of Web 1.0 applications such as e-mail. The work covers, among many other applications, blogs, “broadcasting” methods such as RSS feeds, a variety of e-mail services such as feed-based, auto-responding, and e-mail publishing ones, as well as video, teleconferencing, podcasting, social sites such as YouTube and Facebook, and multitudinous others.

Fox believes that the Internet, and particularly the interactive nature of Web 2.0, has permanently changed advertising as well as public relations. It now permits small businesses to undertake niche campaigns as well as very broad ones to build and keep a customer base.

The interactive nature of Web 2.0 rewards socially constructed business practices, that is, those which build not only businesses, but also communities. The businessperson who wishes to succeed in this environment must behave quite differently than the colorful clownish television personalities who have succeeded in creating a huge audience in the past. Fox offers both the tools and the social practices which have worked for many others, and invites the reader to adapt them to his or her own needs.

The work should be broadly useful to a number of audiences. All of us are, as Fox shows, increasingly the targets of on-line commercial campaigns. This work could well be the only introduction necessary to understand the technology and the motivations of such campaigns.

In addition to gaining an understanding of the industries involved, it will be an unusual reader who will not have some take-away value from the encyclopedic coverage, if only learning how better
to use email and social sites for personal communications. Many people now use social sites to
stay in touch much more than they use e-mail itself. And the telephone has become primarily an
internet-enabled appliance given the increasing importance of Twitter and related Web 2.0 apps.

For those already in e-business or contemplating doing so—and we agree with Fox that this
should be and soon will be every businessperson—the book is probably the first place such an
audience should go to understand the variety of possible tools and approaches to doing business
on Web 2.0 and the advantages and disadvantages of each.

Fox sometimes comes close to huckstering in his enthusiasm, and he occasionally seems to
have more than a little sympathy for the plight of the spammer, though he stops short of ever
describing them as misunderstood. The fact is that this is an industry with its dark side, which
Fox passes over rather lightly. However, he does pay some attention to the matter of reputation,
pointing out that the Internet can be a powerful tool for damaging businesses as well as for
furthering them.

I have recently had a powerful example of the use of the Internet to defend against certain
business practices. For more than a month I have been receiving robotic calls requesting that I
call a particular 800 459-xxxx number. These instructions were given almost inaudibly so that I
was not at all sure what the very name of the firm was, not did anyone answer the number
when I called. The calls continued, though I learned not to answer them. But the continuing calls
soon seemed less a nuisance than a form of harassment.

Finally, a simple Google search for 800 849 yielded millions of references to several collection
agencies which shared the same series of 800 849-xxxx numbers. Many others complained
about similar treatment, and some government agencies were inviting formal complaints about
the practices of the group. [2] I concluded that I would just have to try to ignore the calls.

Then, while writing this review, I was interrupted by a call and I distractedly picked it up. There
was a real person on the other end, representing one of the agencies which had been given my
number by a deadbeat! I suppose that the agency felt that, having been bludgeoned by
numerous robotic calls, I was now ready to surrender and pay up.

After stating that I was not the miscreant—who, fortunately for me, was female—I tried, gently,
to inform the caller of their employer’s terrible reputation on the Internet. I was heatedly told that I
should check their standing with the Better Business Bureau. My reply that nonetheless they
had a terrible reputation on the Internet, was met with the disconnect familiar from the previous
50 or so calls.

It is perhaps unfair to expect Fox to treat the misuse of technologically-enable business practices
in any depth. He would probably tell us that bad social behavior is ultimately bad for business—at
one point he demonstrates that giving away as much of your product or services as you can
afford may ultimately be the best Web 2.0 business strategy. The author is able to persuade the
reader of such counter-intuitive assertions because of his command of the research bearing upon his topic. Throughout the work we learn surprising facts, such as that only about 75% of e-mails, even legitimate ones sent to subscribers, ever arrive. [3]

Fox also closely analyzes the many services and applications which he recommends for specific purposes, and treats freeware, shareware, and open access ones with as much attention as he does the large commercial players. Because this industry moves very quickly, Fox has numerous references to websites which he continuously updates, so the work might be seen as much a Web 2.0 application as a traditional book. [4]

The book is very accessible—Fox shows his own persuasive abilities by taking a variety of approaches to conveying his information, such as boxed text, references to websites, folksy asides, and reports on current research. But these many cuts at conveying information sometimes make the work seem slow and rather tedious. Business texts increasingly seem to follow a formula for presenting information which runs something like this: Tell them what you are going to tell them; Tell them what you are going to tell them; Tell them what you are going to tell them; Tell them what you wish to tell them; Tell them what you told them; Tell them what you told them; Tell them what you told them; Summarize.

There is also a cut-and-paste feel to the work at times. Fox has gained his understanding of Web 2.0 by being heavily engaged on it. He has, through his newsletters and web sites, solicited a wide variety of tales from e-businesses, both encouraging and cautionary, which he reproduces in the text. At points these came to seem a bit lengthy and repetitive.

But whether despite this rather repetitive approach or because of it, at the last I felt that e-Riches 2.0 did expose me to a great deal of useful information and I intend to adapt some of its techniques to our own operations at the Berglund Center.

Endnotes


[4] These links are also referenced on his business page: http://www.scottfox.com/

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27 THOUGHTS ON "E-RICHES 2.0"

Eunice
on January 29, 2014 at 7:45 PM said:

What you said was very logical. However, what about this? suppose you typed a catchier title? I am not saying your content is not good, however what if you added a headline that grabbed a person’s attention? I mean e-Riches 2.0 | Interface is a little vanilla. You ought to glance at Yahoo’s front page and watch how they create article titles to get people to click. You might try adding a video or a related pic or two to get people interested about what you’ve got to say. Just my opinion, it would make your blog a little livelier.

affiliate sales
on January 30, 2014 at 3:51 AM said:

Great delivery. Solid arguments. Keep up the amazing work.

cash flow vs balance sheet
on January 30, 2014 at 7:12 AM said:

This design is incredible! You definitely know how to keep a reader amused.

Between your wit and your videos, I was almost moved to start my own blog (well, almost…Ha-Ha!) Fantastic job.

I really loved what you had to say, and more than that, how you presented it. Too cool!

lose weight laxatives
on January 30, 2014 at 7:20 AM said:
My spouse and I stumbled over here coming from a different web page and thought I may as well check things out. I like what I see so now i am following you. Look forward to looking over your web page repeatedly.

social media hurricane sandy  
on January 30, 2014 at 10:55 AM said:

That is really attention-grabbing, You are an excessively professional blogger. I've joined your feed and stay up for seeking extra of your great post.

Additionally, I've shared your site in my social networks

make Money online apps  
on January 30, 2014 at 11:35 AM said:

Great beat ! I wish to apprentice whilst you amend your website, how could i subscribe for a weblog web site? The account helped me a acceptable deal. I were a little bit acquainted of this your broadcast offered vivid transparent concept

Stock Market Times  
on January 30, 2014 at 7:00 PM said:

Hi, i feel that i saw you visited my site thus i got here to go back the want?.I'm attempting to in finding issues to improve my website!! assume its good enough to make use of some of your ideas!!
dui laws debt credit man

on January 30, 2014 at 9:33 PM said:

I have read so many content regarding the blogger lovers but this piece of writing is genuinely a pleasant post, keep it up.

Make Money online on Facebook

on January 30, 2014 at 9:53 PM said:

Hola! I’ve been reading your blog for some time now and finally got the bravery to go ahead and give you a shout out from Atascocita Tx! Just wanted to say keep up the great job!

Lorenzo

on January 30, 2014 at 10:30 PM said:

I loved as much as you will receive carried out right here. The sketch is tasteful, your authored subject matter stylish. nonetheless, you command get bought an nervousness over that you wish be delivering the following, unwell unquestionably come further formerly again since exactly the same nearly a lot often inside case you shield this increase.

make Money young

on January 30, 2014 at 11:25 PM said:

I don’t know whether it’s just me or if perhaps everybody else experiencing issues with your site. It looks like some of the written text in your posts are running off the screen. Can somebody else please comment and let me know if this is happening to them as well? This may be a issue with my web browser because I’ve had this happen before. Cheers
make money online grand theft auto 5  
on January 31, 2014 at 3:26 AM said:

Fascinating blog! Is your theme custom made or did you download it from somewhere? A theme like yours with a few simple adjustments would really make my blog shine.
Please let me know where you got your design.
Thanks

internet marketing university of canada  
on January 31, 2014 at 1:23 PM said:

This post is actually a fastidious one it assists new the web viewers, who are wishing in favor of blogging.

work meister  
on January 31, 2014 at 2:00 PM said:

Great post. I was checking constantly this blog and I’m impressed!

Very useful info specifically the ultimate part 😊 I handle such information a lot. I was looking for this particular info for a very lengthy time. Thanks and best of luck.

Vivien  
on January 31, 2014 at 6:17 PM said:

Hi it’s me, I am also visiting this web page regularly, this website is genuinely good and the people are truly sharing nice thoughts.
Bill

on January 31, 2014 at 7:00 PM said:

Thanks for one’s marvelous posting! I really enjoyed reading it, you’re a great author. I will make sure to bookmark your blog and may come back someday. I want to encourage you to continue your great posts, have a nice afternoon!

world ventures reviews

on February 1, 2014 at 3:04 AM said:

I’m really enjoying the theme/design of your blog. Do you ever run into any internet browser compatibility problems? A small number of my blog readers have complained about my blog not operating correctly in Explorer but looks great in Safari. Do you have any tips to help fix this problem?

marketing your blog

on February 1, 2014 at 12:47 PM said:

Hello there! This blog post couldn’t be written much better! Going through this article reminds me of my previous roommate! He always kept talking about this. I’ll forward this information to him. Pretty sure he’ll have a very good read. I appreciate you for sharing!

how to make money from home legitimately

on February 2, 2014 at 1:16 PM said:

First off I would like to say fantastic blog! I had a quick question that I’d like to ask if you do not mind. I was curious to know how you center yourself and clear your mind before writing. I’ve had a difficult time clearing my thoughts in getting my ideas out.
I do take pleasure in writing however it just seems like the first 10 to 15 minutes tend to be wasted simply just trying to figure out how to begin. Any ideas or tips? Thank you!

**Louie**

on **February 3, 2014 at 1:46 AM** said:

Everyone loves what you guys are usually up too. This sort of clever work and coverage! Keep up the excellent works guys I’ve incorporated you guys to my own blogroll.

**email marketing awards**

on **February 3, 2014 at 12:33 PM** said:

Nice post. I used to be checking constantly this blog and I am impressed!

Extremely useful information specially the final section 😊 I handle such info much. I was looking for this certain information for a long time. Thank you and good luck.

**Katrice**

on **February 3, 2014 at 11:09 PM** said:

Hello, I think your blog might be having browser compatibility issues. When I look at your website in Safari, it looks fine but when opening in Internet Explorer, it has some overlapping. I just wanted to give you a quick heads up! Other then that, amazing blog!

**Shayla**

on **February 4, 2014 at 4:38 AM** said:
I've read several excellent stuff here. Definitely price bookmarking for revisiting. I wonder how much attempt you set to create this kind of fantastic informative web site.

**Clemmie**  
**on February 4, 2014 at 10:49 AM said:**

It is perfect time to make a few plans for the longer term and it is time to be happy. I have read this post and if I could I wish to counsel you few interesting things or tips. Maybe you can write subsequent articles referring to this article. I wish to learn even more things about it!

**Leila**  
**on February 4, 2014 at 5:42 PM said:**

If some one wishes expert view about blogging then i recommend him/her to pay a visit this weblog, Keep up the good work.

**facebook desktop**  
**on February 5, 2014 at 1:02 AM said:**

Having read this I thought it was extremely informative. I appreciate you taking the time and energy to put this informative article together. I once again find myself personally spending a lot of time both reading and leaving comments. But so what, it was still worthwhile!

**Pedro**  
**on February 5, 2014 at 1:36 AM said:**

This piece of writing will assist the internet users for creating new webpage or even a weblog from start to end.