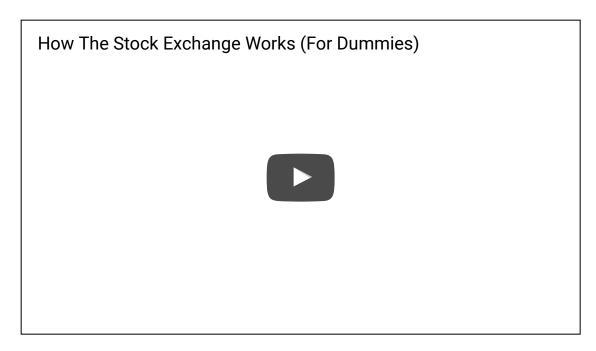
Slide 17.2: Affiliate marketing Slide 17.4: Electronic tendering systems Home



Electronic Marketplaces and Exchanges

A marketplace is the space, actual or metaphorical, in which a market operates and an exchange is a workplace for buying and selling (open only to members).

Electronic marketplaces existed in isolated application for decades (e.g., stock and commodities exchanges). But, as of 1999, thousands of emarketplaces have introduced new efficiencies to the trading process by going to the Internet. If they are well organized and managed, emarketplaces can provide significant benefits to both buyers and sellers. Of special interest are *vertical* marketplaces, which concentrate on one industry (e.g., NewView.com for the steel industry and ChemConnect.com for the chemical industry).





Slide 17.4: Electronic tendering systems



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