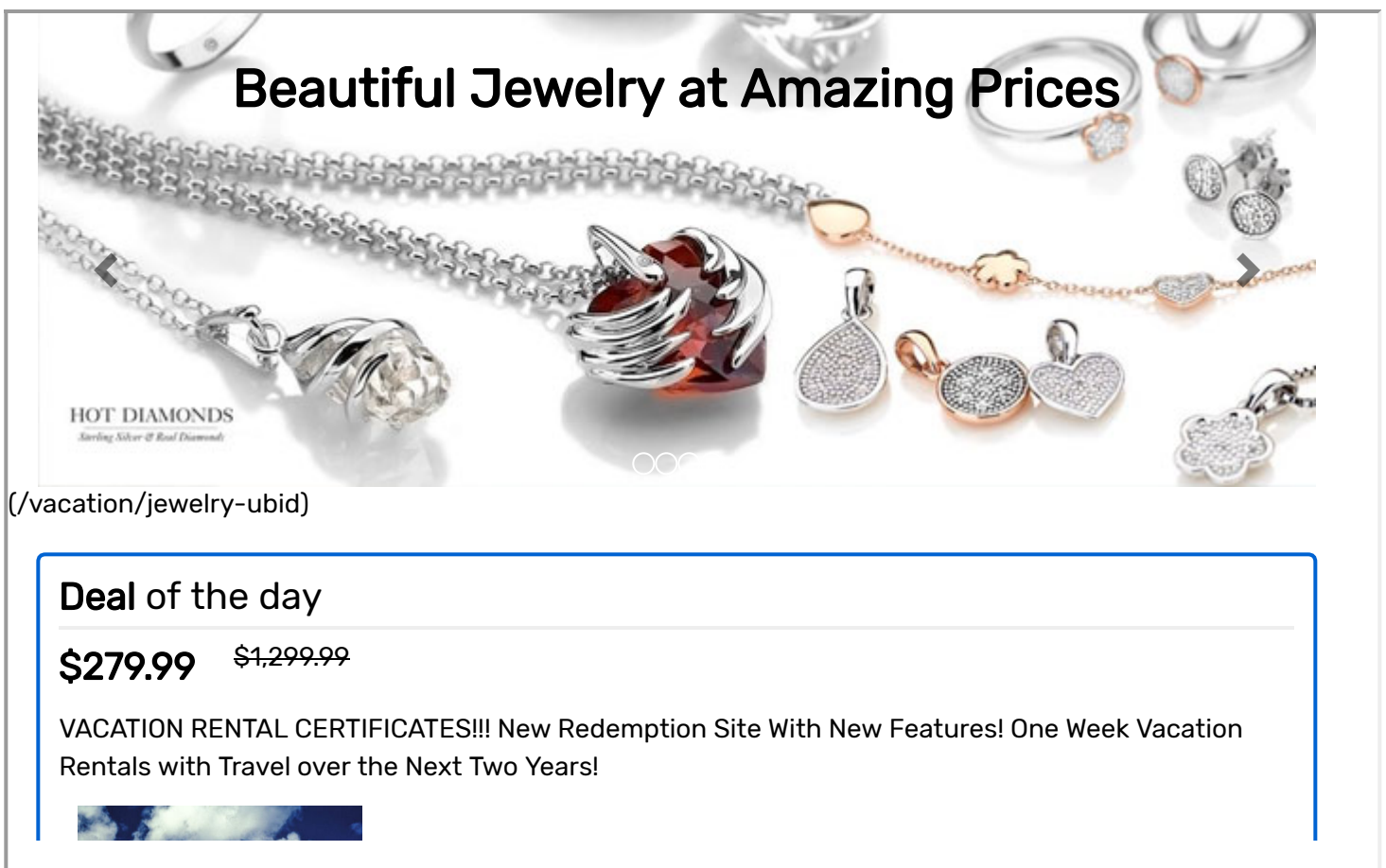


Slide 17.7: Naming your own price  
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## Online Auctions

Almost everyone has heard about [eBay.com](http://eBay.com), the world's largest online auction site. Several hundred other companies, including [Yahoo! Japan](http://Yahoo! Japan), also conduct online auctions. In the most popular type of auctions, online shoppers make consecutive bids for various goods and services, and highest bidders get the items auctioned.




The advertisement features a collection of jewelry including a diamond necklace, a red gemstone pendant, a diamond ring, and several diamond earrings. The text "Beautiful Jewelry at Amazing Prices" is prominently displayed. Below the jewelry, the text "HOT DIAMONDS Sterling Silver & Real Diamonds" is visible. The advertisement is framed by a blue border.

**Beautiful Jewelry at Amazing Prices**

**Deal of the day**

**\$279.99** ~~\$1,299.99~~

VACATION RENTAL CERTIFICATES!!! New Redemption Site With New Features! One Week Vacation Rentals with Travel over the Next Two Years!



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