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The Rest Business Models

Bartering

Bartering is a form of trade where goods or services are exchanged for a certain amount of other goods or services, i.e., there is no money involved in the transaction. Under this model, companies exchange surpluses they do not need for things that they do need. A market maker (e.g., [LETS](#)) arranges such exchanges.

Deep Discounting

Companies such as [Half.com](#) offer products and services at deep discounts, such as 50 percent off the retail price.

Information Brokers

Information brokers provide privacy, trust, matching, search, content, and other services (e.g., [Bizrate.com](#) and [Google.com](#)).

Membership

A popular off-line model, in which only members get a discount, is also being offered online (e.g., [Netmarket.com](#) and [NYtimes.com](#)).

Value-Chain Integrators

A value chain is the various stages in the life of a product when its value is increased, i.e., when value is added to it. This model offers complementary goods and services that aggregate information-rich products into a more complete package for customers, thus adding value. For example, [MSN Autos](#) provides several car-buying-related services, including insurance.

Viral Marketing

Viral marketing is an advertising campaign that uses word-of-mouth or “tell a friend” mechanisms. According to this model, an organization can increase brand awareness or even generate sales by inducing people to send messages to other people or to recruit friends to join certain programs.

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