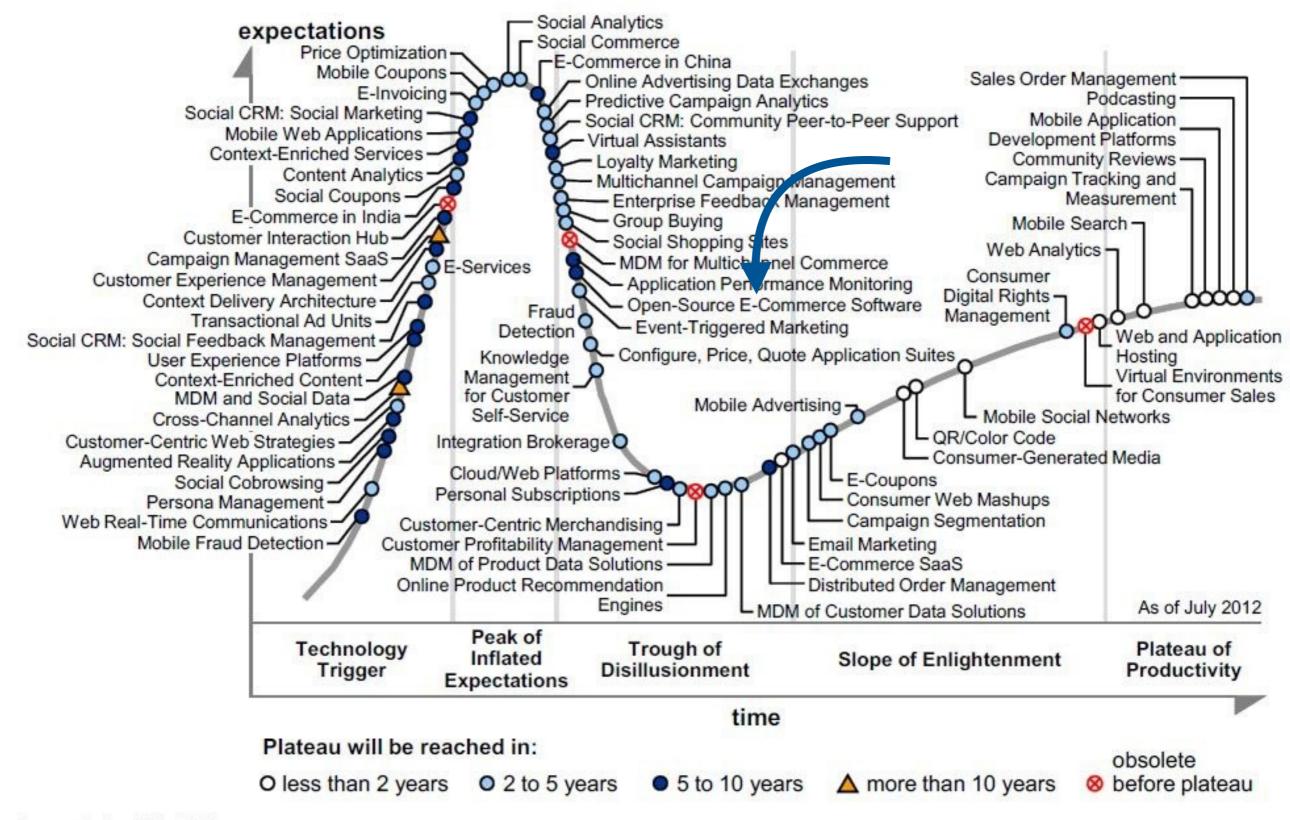
Figure 1. Hype Cycle for E-Commerce, 2012



Source: Gartner (July 2012)