## Contents

**Introduction: the everyday internet**  
vii

1 **The internet revolution**  
The importance of the world wide web  1; Who uses the internet?  4; Telling or selling?  6; Intranets and extranets  8; What is happening to the technology?  8; Summary  10; References  11

2 **LIS professionals and the web**  
Why have LIS professionals become so important?  13; A natural role for LIS professionals  14; Too much opportunity?  17; More skills of the LIS professional  18; Summary  22; References  23

3 **Getting on the web**  
Why have a website?  26; Who is your audience?  27; What is the purpose of your site?  29; Pitching the level right for your target customers  33; Resource issues: recruitment and training  35; The web and your business strategy  36; Using business analysis to keep your strategies aligned  37; Handling e-mail  37; Summary  38; References  38

4 **The business case for creating a website**  
Making the business case  40; Reasons for creating a website  40; Publicizing the organization – the ‘shop window’ website  41; Doing business through e-commerce – the ‘market place’ website  50; Communicating with customers and other interested users of your site  53; Providing information  53; Other reasons to have a website  54; Selling the service to the organization  55;