

Ten Things True and UnTrue about the Internet

Five things that were **never true** about the Internet

1. **First movers always win.** More often, other people come along and learn from their mistakes. A later arrival is the one that thrives.
2. **Everything happens faster on Internet time.** Consumer preferences don't change quickly.
3. **It's all about traffic; the site with the most page views win.** Attracting lots of eyeballs isn't worth much of anything if visitors to a Web site don't have an inherent reason to do business there.
4. **Advertising can build brand in a hurry.** Not so. The Internet's best known brands, such as Amazon, AOL, eBay and Yahoo! were built by grassroots public relations and word of mouth. Advertising reinforces the initial appeal.
5. **The popularity of the Internet puts us on the brink of a great convergence between voice, data, computer and television.** It more likely that technology innovation will produce greater divergence and greater specialization.

Five things that are **still true** about the Internet.

1. **Small teams work best.** Even within a big company, the best way to take advantage of Internet opportunities is to work with small focused teams.
2. **The Net allows you to get closer than ever to your customers.** Feedback – good and bad – now arrives in real time. Put such knowledge to work quickly in your own organization.
3. **Information travels faster than ever.** That applies to news events – and rumors.
4. **Open systems become a lot more appealing.** It is possible to have suggestions and improvements from many sources which creates an intriguing alternative to 'cathedral' forms of knowledge.
5. **Email remains the Internet's killer application.** It's simple and unglamorous but meets a critical set of human needs.