

Title:

The Dot Com Era is Back

Word Count:

676

Summary:

In a recent article titled "Internet use threatens to overtake TV in Canada" it discusses the

Keywords:

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Article Body:

In a recent article titled "Internet use threatens to overtake TV in Canada" it discusses the

An article written by Thomas Mucha from Business 2.0 says:

People are spending more time online than watching TV, which gives marketers a better chance

Interesting to note that two studies are similar. Although The Ipsos Reid study of Canada claimed

Mr. Mucha claims 40 percent of total spending by 2010 will be paid advertisements on Google, Yahoo!

What will become of the little guy? Will it put an end to buying keywords for ad placement on

Even though the cost of clicks may get pricey, the major search engines will always have to invest

I've always felt that there was something Google was doing that gave some sites more relevance

On a final piece of advice he suggests:

"Several people have also predicted that Yahoo! or MSN may take up similar techniques to

Although it is starting to sound a little like the "Dot Com era is back" it will be a little different

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