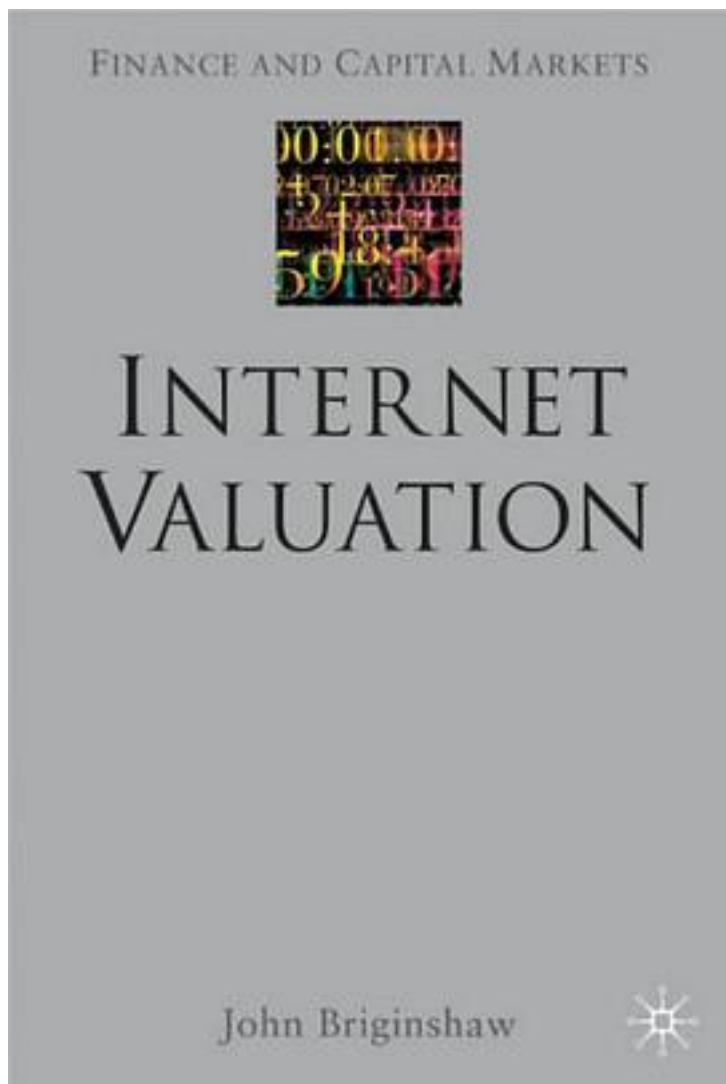


Internet Valuation



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The 1990s saw a rapid rise in the proportion of market value represented by Internet companies. At the peak of the market, the value of US Internet stocks alone exceeded \$2 trillion, making these stocks almost as valuable as the entire UK market. However, since then, many Internet stocks' values have declined precipitately. How can we make sense of these rapid swings in value and what is a sensible framework for the future? This book establishes a robust cash-flow-based methodology for Internet valuation in relation to strategic issues, and includes compelling and topical case studies of leading players such as Amazon and NTT DoCoMo.

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