

Assess the Site

Throughout *Glencoe's Business Management* you'll recall that each chapter opened with the profile of a corporation: for example, Nike, Microsoft, REI, Saturn, and so on. Now it's your chance to rate any one of corporate web sites found on Workplace Connections. Pick a corporation you're interested in, scan their site, and then answer the following questions. There is no right answer; this is about what you think.

1. What makes this site appealing—design, content, etc? Please explain.
2. Would you return to this site? List a few reasons.
3. Does this site offer e-commerce? Have you ever bought anything online? Why or why not?
4. Why is a web site important to a corporation?
5. Has this site formed alliances with other companies? If so, list those alliances and explain why they may benefit the corporation.