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## From eCommerce to We-Commerce – Guidance Releases New White Paper on the Social Evolution of eCommerce

**MARINA DEL REY, Calif. - December 3rd, 2009** – Guidance, which helps online retailers achieve market domination by creating captivating and engaging online shopping experiences, today unveiled a new white paper offering a chronological look at the social evolution of eCommerce, from its inception in 1994 to present day and beyond.

Appropriately titled *From eCommerce to We-Commerce: The Social Evolution of eCommerce*, the paper provides a historical recollection of the events leading to the development of eCommerce, and its evolution into social commerce and collective commerce. This last one is described in the paper as “a group of consumers joining together to influence and drive the demand of an item or service, resulting in a profitable transaction for the retailer and a satisfied group of customers.”

From patents to trends, to features and functionalities, the document discusses what retailers have been doing to make the online shopping experience more real life-like for its customers, and how this is changing the way people buy online. It also introduces readers to the concept of collective commerce, the next step in the social evolution of eCommerce.

The white paper is available for free download at [http://www.guidance.com/social\\_evolution\\_eCommerce.pdf](http://www.guidance.com/social_evolution_eCommerce.pdf).



### About Guidance

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every



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year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, Magento, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

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