

Best Face Forward: Jeffrey F. Rayport Publication List

Books

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Rayport, J.F. and Jaworski, B.J. *Introduction to e-Commerce, 2nd Edition*. Burr-Ridge, Illinois: McGraw-Hill/Irwin/MarketspaceU, 2004.

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Rayport, J.F. "Reverse-Engineering Desire," *TheStandard* (March 12, 2001)

"New Headspace [an interview with J.F. Rayport]." *American Way* (March 1, 2000): 72.

"New Headspace [an interview with J.F. Rayport]." *Net Company* (Winter 2000): 8.

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Rayport, J. F. A column in "Web Site Blues" by R. F. Maruca. *Harvard Business Review* (March-April 1999): 24-26.

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Leonard, D., and **Rayport, J. F.** "Spark Innovation Through Empathic Design." *Harvard Business Review* (November-December 1997): 102-113.

Louie, D. L., and **Rayport, J. F.** "Amazon.com: Portrait of a Cybercorporation." *Electronic Commerce Advisor* (September/October 1997): 5-12.

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