Answer Key

Chapter 11

Case Study Resources

Main Ideas

1. Internet companies elicited excitement from investors in 2000, but now investors are skeptical and much more reluctant. They want a company to prove itself before they are willing to invest.
2. There is "lingering skepticism" among investors when it comes to Internet companies—even one as clearly successful as Google.
3. Answers will vary. Possible answer: He's contrasting his business—a "real business" that is interested in growing itself—against the dot-com ventures of the 1990s that were interested in a flashy image, venture-capital money, and a quick buck from an IPO.

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