Contents

Foreword vii
Introduction ix

Part 1  Looking Through the Eyes of Consumers

1 Where We Are Now  3
2 What Consumers Want  21
3 Lessons Learned on eBay  33

Part 2  Businesses, Consumer Advocates, and Ethics

4 The Business Case for Resolutions  49
5 Bringing Consumer Advocacy Online  61
6 Ethical Considerations  71

Part 3  Designing the New Handshake

7 Envisioning a Global Redress System  83
8 The Design: Newhandshake.org  95
9 How It Could Succeed and How It Could Fail  107
10 Case Studies  113
11 What’s Next  129
   Conclusion  137
   Bibliography  141
   Index  149