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What Is Facebook Business Model

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Business Model Management Independently Published

Please note: This is a companion version & not the original book. Sample Book Insights: #1 A business model describes the rationale behind how an organization creates, delivers, and captures value. It is like a blueprint for a strategy to be implemented through organizational structures, processes, and systems. #2 Customers are the heart of any business model. A company must make a decision about which segments to serve and which to ignore. Once this decision is made, a business model can be designed around a strong understanding of specific customer needs. #3 Business models differentiate between market segments with slightly different needs and problems. For example, a bank's retail arm may serve a large group of customers with assets of up to \$100,000, while a smaller group of affluent clients has a net worth of more than \$500,000. #4 An organization with a diversified customer business model serves two unrelated Customer Segments with very different needs and problems. For example, in 2006 Amazon. com began selling cloud computing services.

Summary of Alexander Osterwalder & Yves Pigneur's Business Model Generation Routledge
 Aimed at students, this work covers various aspects of e-business - focusing on sales and marketing, as well as detailing procurement, supply chains, and the legal and security considerations. It contains a range of features to help you learn effectively including margin definitions, international case studies, activities and web links.

Not for Free Pearson Education

"How are business models purposeful designed and structured? How can the models be implemented professionally and managed successfully and sustainably? In what ways can existing business models be adapted to the constantly changing conditions? In this clearly structured reference work, Bernd W. Wirtz gives an answer to all these issues and provides the reader with helpful guidance. Although, 'Business Model Management' is first and foremost a scientific reference book, which comprehensively addresses the theory of business models, with his book Bernd W. Wirtz also turns to practitioners. Not least, the many clearly analyzed case studies of companies in different industries contribute to this practical relevance. My conclusion: 'Business Model Management' is an informative and worthwhile read, both for students of business administration as a textbook as well as for experienced strategists and decision makers in the company as a fact-rich, practical compendium." Matthias Müller, Chief Executive Officer Porsche AG (2010-2015), Chief Executive Officer (2015-2018) Volkswagen AG "In dynamic and complex markets a well thought out business model can be a critical factor for the success of a company. Bernd Wirtz vividly conveys how business models can be employed for strategic competition and success analysis. He structures and explains the major theoretical approaches in the literature and practical solutions in an easy and understandable way. Numerous examples from business practice highlight the importance of business models in the context of strategic management. The book has the potential to become a benchmark on the topic business models in the German-speaking world." Hermann-Josef Lamberti, Member of the Board Deutsche Bank AG 1999-2012/ Member of the Board of Directors, Airbus Group "The business environment has become increasingly complex. Due to changing conditions, the executive board of a company is confronted with growing challenges and increasing uncertainty. Thus, a holistic understanding of the corporate production and performance systems is becoming more and more important. At this point, Bernd W. Wirtz introduces and presents the concept of the structured discussion of the own business model. Business models present operational service processes in aggregated form. This holistic approach channels the attention of management, supports a sound understanding of relationships and facilitates the adaption of the business to changing conditions. The management of business models is thus an integrated management

concept. Through the conceptual presentation of complex issues the author makes a valuable contribution to the current literature. In particular, the referenced case studies from various industries make the book clear and very applicable to practice." Dr. Lothar Steinebach, Member of the Board, Henkel AG 2007-2012/ Supervisory Board, ThyssenKrupp AG

Business Model Pioneers GRIN Verlag

A one-page tool to reinvent yourself and your career The global bestseller Business Model Generation introduced a unique visual way to summarize and creatively brainstorm any business or product idea on a single sheet of paper. Business Model You uses the same powerful one-page tool to teach readers how to draw "personal business models," which reveal new ways their skills can be adapted to the changing needs of the marketplace to reveal new, more satisfying, career and life possibilities. Produced by the same team that created Business Model Generation, this book is based on the Business Model Canvas methodology, which has quickly emerged as the world's leading business model description and innovation technique. This book shows readers how to: Understand business model thinking and diagram their current personal business model Understand the value of their skills in the marketplace and define their purpose Articulate a vision for change Create a new personal business model harmonized with that vision, and most important, test and implement the new model When you implement the one-page tool from Business Model You, you create a game-changing business model for your life and career.

The Emerging Business Models Walter de Gruyter GmbH & Co KG

A pair of INSEAD professors present a toolkit to help innovators better conceive disruptive business models that create and revolutionize industries, outlining how to transform a company according to the examples of successful international companies by challenging the assumptions around key decisions. 15,000 first printing.

The Business Model Navigator Apress

Now in its sixth edition, the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans, combining established approaches to marketing planning with the creative use of new digital models and digital tools. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline integrated digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing as part of digital transformation Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms. This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics, ethics and privacy, Predictive Analytics, Machine Learning and Artificial Intelligence. Including new international case studies and up-to-date examples throughout, this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, 6th edition, provides a vital reference point for all digital marketing students, and managers involved in digital marketing strategy and implementation. Online resources have been fully updated for the new edition and include a new set of PowerPoint slides and a full test bank of questions and exercises.

Facebook Marketing All-in-One For Dummies OUP Oxford

Business model innovation is an important source of competitive advantage and corporate renewal. An increasing number of companies have to innovate their business models, not just because of competitive forces but also because of the ongoing change from product-based to service-based business models. Yet, business model innovation also involves organizational change process that challenges existing processes, structures and modes of control. This volume features thirteen chapters written by authorities on business model innovation. The specific angle, and the novel feature of this book, is to thoroughly examine the organizational dimension of business model

innovation. Drawing on organizational theory and empirical observation, the contributors specifically highlight organizational design aspects of business model innovation, focusing on how reward systems, power distributions, routines and standard operating procedures, the allocation of authority, and other aspects of organizational structure and control should be designed to support the business model the firm chooses. Also discussed is how existing organizational structures, capabilities, beliefs, cultures and so on influence the firm's ability to flexibly change to new business models.

Business Model You Pearson Education

A business model basically describes the way a company makes money. Yet, often we use digital services for free (e.g. Facebook, Google or WhatsApp) or for what seems to be a relatively minor price (e.g. Blablacar, Airbnb, and Amazon). Digital business models are different to traditional business models. Digital Business Models explains the key challenges and characteristics of the various business models that are used by digital businesses. These companies can be a source of inspiration for traditional bricks-and-mortar companies that aim to go digital and/or revamp their traditional business model. Most businesses rely on some form of digital technology for their marketing communication, customer relationship management, supply chain or distribution, yet digital transformation entails a complete reassessment of the way value is created and captured. Digital Business Models details the successful customer acquisition tactics and the development of business ecosystems by digital players. Using the relevant academic and managerial body of knowledge, the authors define the concepts, describe the various ways digital businesses create and capture value and propose some useful tools for managers to analyse a situation, formulate or implement a strategy. Different digital business types are evaluated, such as multisided platforms, digital merchants, subscription-based model, freemium, social media and sharing economy. Each chapter is illustrated with several examples and the appendix comprises four full-length case studies.

Facebook Advertising Taylor & Francis

Who doesn't know and use Facebook nowadays? As a continuously growing social network, Facebook has developed not only as a the choice platform for reaching out to and connecting with family and friends near and far but also as the go-to marketing tool for most business owners. As Facebook seeks to deliver the content its users will enjoy most and find most relevant, organic reach has been on the decline. In fact, some say it is downright dead. This presents a particular challenge for small businesses: You don't have the same budgets as bigger advertisers to pour into paid posts to compensate. "The harsh reality of Facebook today is that only about 1 out of 50 people who are already fans of your page will see any single post you make on your Facebook business page," said Sam Underwood, director of business strategy at digital agency Futurity. "Long gone are the days of posting and knowing that many, if not most, of your fans will see that content." "We probably don't need to tell you that mastering Facebook marketing is a must for any brand that hopes to succeed in 2020. You already know that Facebook has a huge audience. A whopping 2.4 billion people use it every month. But maybe you didn't know how often people are using Facebook to interact with businesses of all sizes. For example, two-thirds of Facebook users say they visit a local business Facebook Page at least once a week. Potential customers are already looking for businesses like yours on Facebook. A clear, focused Facebook marketing strategy is the only way to tap into this existing audience. As Facebook puts it, your Business Page is "a cornerstone of [your] online identity."

E-business and E-commerce Management John Wiley & Sons

You became a lawyer to help people and have a great life. Instead, you're working insane hours, not making the money you had hoped, and are not fulfilled by your life as a lawyer. Ali Katz was struggling with the same issues while also being a single mom who needed control of her calendar. When she saw major flaws in the way lawyers, like herself, were taught to serve families and small business owners, she decided to do something about it. Ali developed a new way to practice law—one that puts relationships before transactions. And while that made her happy, the icing on the cake was that she started generating over \$1 million annually in just three years, all while going to her office just three days a week. Now, Ali brings this knowledge and experience to bear in *The New Law Business Model*. If you're a lawyer, there's no need to abandon your dreams. In this book, Ali shows how to use your most valuable asset—your law degree—for the good of families, small businesses, and most importantly, your well-being. Pulling from her own journey, Ali shares the roadmap she followed and insights she found that made her success possible. The old law business model is broken. It's time to replace it with one that works for you, your family, and your clients. It's time to take back your time, your income, and your humanity. *The New Law Business Model* was created to guide inspired lawyers like you into a new era.

John Wiley & Sons

Examining extensive case studies from IBM's original proprietary research, Berman helps readers to analyze and distill their new revenue-generating opportunities into action plans, and suggests seven key components of new strategy execution.

Digital Marketing Excellence Charlie Creative Lab

A highly engaging tour through progressive history in the service of emancipating our digital tomorrow Shortlisted for the Victorian Premier's Literary Award, Australia When we talk about technology we always talk about tomorrow and the future—which makes it hard to figure out how to even get there. In *Future Histories*, public interest lawyer and digital specialist Lizzie O'Shea argues that we need to stop looking forward and start looking backwards. Weaving together histories of computing and progressive social movements with modern theories of the mind, society, and self, O'Shea constructs a "usable past" that can help us determine our digital future. What, she asks, can the Paris Commune tell us about earlier experiments in sharing resources—like the Internet—in common? How can Frantz Fanon's theories of anti colonial self-determination help us build digital world in which everyone can participate equally? Can debates over equal digital access be helped by American revolutionary Tom Paine's theories of democratic, economic redistribution? What can indigenous land struggles teach us about stewarding our digital climate? And, how is Elon Musk not a future visionary but a steampunk throwback to Victorian-era technological utopians? In engaging, sparkling prose, O'Shea shows us how very human our understanding of technology is, and how when we draw on the resources of the past, we can see the potential for struggle, for liberation, for art and poetry in our technological present. *Future Histories* is for all of us—makers, coders, hacktivists, Facebook-users, self-styled Luddites—who find ourselves in a brave new world.

The Business Model: How to Develop New Products, Create Market Value and Make the Competition Irrelevant Clube de Autores

Business model innovations are conceived and implemented by a special type of entrepreneur: business model pioneers. This book presents 14 compelling case studies of business model pioneers and their companies, who have successfully introduced new business ideas to the market. The examples range from industries such as retail, media and entertainment to services and industrial projects. For each example, the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models. Moreover, current market developments are highlighted and linked to the evolution of the business models. Lastly, the authors present the profile of a typical business model pioneer.

How to Create the Next Facebook Springer Nature

One of the Financial Times' Best Business Books of 2019 The New York Times bestseller about a noted tech venture capitalist, early mentor to Mark Zuckerberg, and Facebook investor, who wakes up to the serious damage Facebook is doing to our society—and sets out to try to stop it. If you had told Roger McNamee even three years ago that he would soon be devoting himself to stopping Facebook from destroying our democracy, he would have howled with laughter. He had mentored many tech leaders in his illustrious career as an investor, but few things had made him prouder, or been better for his fund's bottom line, than his early service to Mark Zuckerberg. Still a large shareholder in Facebook, he had every good reason to stay on the bright side. Until he simply couldn't. Zucked is McNamee's intimate reckoning with the catastrophic failure of the head of one of the world's most powerful companies to face up to the damage he is doing. It's a story that begins with a series of rude awakenings. First there is the author's dawning realization that the platform is being manipulated by some very bad actors. Then there is the even more unsettling realization that Zuckerberg and Sheryl Sandberg are unable or unwilling to share his concerns, polite as they may be to his face. And then comes the election of Donald Trump, and the emergence of one horrific piece of news after another about the malign ends to which the Facebook platform has been put. To McNamee's shock, even still Facebook's leaders duck and dissemble, viewing the matter as a public relations problem. Now thoroughly alienated, McNamee digs into the issue, and fortuitously meets up with some fellow travelers who share his concern, and help him sharpen its focus. Soon he and a dream team of Silicon Valley technologists are charging into the fray, to raise consciousness about the existential threat of Facebook, and the persuasion architecture of the attention economy more broadly—to our public health and to our political order. Zucked is both an enthralling personal narrative and a masterful explication of the forces that have conspired to place us all on the horns of this dilemma. This is the story of a company and its leadership, but it's also a larger tale of a business sector unmoored from normal constraints, just at a moment of political and cultural crisis, the worst possible time to be given new tools for summoning the darker angels of our nature and whipping them into a frenzy. Like Jimmy Stewart in *Rear Window*, Roger McNamee happened to be in the right place to witness a crime, and it took him some time to make sense of what he was seeing and what we ought to do about it. The result of that effort is a wise, hard-hitting, and urgently necessary account that crystallizes the issue definitively for the rest of us.

The Risk-driven Business Model Penguin

When Facebook launched Instant Articles (IA), some experts said they would be the alternative to all the anxieties of traditional journalism, since the crisis generated by the loss of space for social networks increased the number of closed vehicles, closed print editions, and layoffs of professionals. The reality shows that this did not happen. But the crisis faced by the news industry, and by a still shapeless but potentially powerful news industry, cannot do without all the alternatives capable of recovering the sector's profitability and expanding the access of a layer of the public that never really gained access to the printed newspapers, jumping from word of mouth to radio and TV news stations and, later, quickly, to social network. In this book, I will present an overview of the main functionalities of IA, the problems and unfolding of its implementation process for the journalistic industry, as well as a brief study about its employment by The New York Times and Facebook itself. The book's structure will be divided into three blocks: business models, the Facebook Instant Articles model, and finally mediamorphosis and engagement.

The Power of Facebook The Facebook Instant Articles Business Model

The spread of the Internet into all areas of business activities has put a particular focus on business models. The digitalization of business processes is the driver of changes in company strategies and management practices alike. This textbook provides a structured and conceptual approach, allowing students and other readers to understand the commonalities and specifics of the respective business models. The book begins with an overview of the business model concept in general by presenting the development of business models, analyzing definitions of business models and discussing the significance of the success of business model management. In turn, Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models. Building on these foundations, Chapter 3 outlines the fundamental aspects of the digital economy. In the following chapters the book examines various core models in the business to consumer (B2C) context. The chapters follow a 4-C approach that divides the digital B2C businesses into models focusing on content, commerce, context and connection. Each chapter describes one of the four models and provides information on the respective business model types, the value chain, core assets and competencies as well as a case study. Based on the example of Google, Chapter 8 merges these approaches and describes the development of a hybrid digital business model. Chapter 9 is dedicated to business-to-business (B2B) digital business models. It shows how companies focus on business solutions such as online provision of sourcing, sales, supportive collaboration and broker services. Chapter 10 shares insight into the innovation aspect of digital business models, presenting structures and processes of digital business model innovation. The book is rounded out by a comprehensive case study on Google/Alphabet that combines all aspects of digital business models. Conceived as a textbook for students in advanced undergraduate courses, the book will also be useful for professionals and practitioners involved in business model innovation, and applied researchers.

Future Histories Harvard Business Press

Academic Paper from the year 2021 in the subject Business economics - General, grade: 2, University of Frankfurt (Main), language: English, abstract: This research paper is concerned with business transformation to e-commerce and represented by Andreessen's pronouncement that software companies now dominate the market rather than traditional businesses. Therefore, this short study will critically appraise this statement by evaluating the contribution made by a high-tech start-up software company in the transformation of business to the e-commerce model. The company Palantir, which initiated its IPO in October 2020, is the subject of this study. In order to accomplish this objective, the transition from traditional business models to the digital or e-commerce model is outlined, and the suggested software domination of e-business and its context appraised. The e-commerce focus of the company Palantir is then presented and its relative success compared with other software companies and traditional businesses is analysed; financial success is particularly relevant to responding to claims made by Andreessen. Hence, the effectiveness of Palantir Technologies' e-platform in delivering value for its users is determined as a major example of business transformation from physical to digital. In order to accomplish this outcome, a mixed methods approach is taken to the research, which gathers objective facts and subjective opinion to assess the performance of Palantir Technologies as a contributor to e-business performance. Secondary data will be collected from a range of reliable resources, for instance journal articles, industry magazines, financial websites associated with the US stock market, and reliable websites and newspapers. The research is reported in four parts: the introduction which provides the research problem and methodology; major theories underpinning the research; critical appraisal of Palantir Technologies in comparison with similar companies; conclusion and recommendations.

Everywhere Pearson Education

In just under a decade, Facebook has gone from a Harvard prodigy's dorm-room experiment to an essential part of the social life of hundreds of millions of children, teens, and adults across the globe.

It's no surprise, then, that the company has been the subject of countless magazine articles, books, and even movies. But despite the extensive coverage that has been given to the company in the years since founder Mark Zuckerberg first took Facebook live on Harvard's server, one question remains unanswered: From a business standpoint, how, exactly, did Facebook do it? How did a college student with no real-world business experience take a relatively simple idea and then, less than ten years later, turn it into a \$100 billion dollar company? What specific steps did Facebook take along its journey to creating perhaps the most innovative startup of the 21st century? What approach did it take when pitching venture capitalists, and how did it go about forging its many strategic partnerships? And, most importantly, how can would-be founders learn and effectively utilize Facebook's unique techniques and strategies in their own startup efforts? In *How to Create the Next Facebook*, tech guru Tom Taulli answers all of these questions and more, crystallizing the process by which Facebook was shepherded from idea to IPO to provide a guided blueprint for budding entrepreneurs who are ready to start building their own great business. Regardless of what stage of development your startup is in, *How to Create the Next Facebook* provides you with clear, compelling, and ultimately actionable advice extracted from Facebook's startup success story. You'll learn how Facebook handled the very same situations your startup is confronting—from how it arrived at its mission statement to what its priorities were during its talent search process—before gaining access to all the concrete, practical guidance you need to make the right decisions for your company and continue moving forward with confidence. And, of course, because Facebook didn't get everything right at first, author Tom Taulli painstakingly details the company's most costly mistakes, documenting everything from its protracted legal struggles to its many failed attempts at establishing multiple revenue streams, so that you can arm your company against the various challenges that threaten to sink even the very best startups. By the time you turn the final pages of *How to Create the Next Facebook*, you'll realize that Facebook is more than just a fun place to catch up with old friends; it is the ideal model to follow for those who, like you, are ready to build the world's next great startup.

[Social Media Marketing Agency](#) Harvard Business Press

Business model innovation is about increasing the success of an organization with existing products and technologies by crafting a compelling value proposition able to propel a new business model to scale up customers and create a lasting competitive advantage. And it all starts by mastering the key customers. - The importance of business model innovation - Business model innovation enables you to create competitive moats - A multi-faceted concept - Analysts use business models to produce financial analyses - Academics study business models for the sake of classifying things - Most people confuse business models for business plans - Startups confuse business models for monetization strategies - Business model innovation is an experimentation mindset for entrepreneurs - An entrepreneur is not a scientist - Business model innovation is at the same time a mindset, a framework and a set of tools for entrepreneurs - Myth one: the best product wins - Myth two: technology is what gives a competitive advantage - Myth three: business model innovation is just about how you make money - What kind of questions do you need to ask with business model innovation? - Paths toward business model innovation - Engineer an innovative business model from scratch - Find an innovative business model along the way - Use business model innovation as a

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Digital Business Models for Industry 4.0 IGI Global

If you want to generate passive revenue, multiple cash flows, control your industry's innovation, know more about your customers and market trends, and steer your competition to your favor, then keep reading. Everywhere you look you see platforms. You must buy a gift, you do it on Amazon or a used one on eBay. You do not have your car; so you go with Uber or Lyft: platforms. Most of your social life is done on either direct messages, Facebook, WhatsApp, or Twitter, again: platforms. When you need to unwind from a hard day's work you fire up either Netflix, entertainment: platforms. While ordering food to arrive from either UberEats, JustEat, or Deliveroo, you guessed it, all: platforms. Even that you are seeing this on a platform is a shiny irony in of itself. The platform business model is not new. It can be traced back to the agricultural revolution of farmers markets. But through a digital transformation, of putting your business into an online platform, substantial benefits will start to show. You will experience significant organic growth; you will gain organic insights into your industry and customers to directly aid you in your R&D and strategy development; you will through your producers on your platform be able to control compatibility and standardization in your industry, and thus, larger, innovation. In other words, you will be able to steer competition to your favor. But with everything there are complications. A platform is the meeting place of producers and consumers. But the producers do not come if there are no consumers, and the consumers do not come if there are nothing to purchase. How do you get over this interdependency? How do you manage both a producing side and your consumer side? Are you hands-on or hands-off? Where in the platform business model are the pitfalls? This book will give you the answers to all those questions and then some. It is meant as a thorough introduction to the Platform Business Model - to show you the model, its benefits, the challenges; ultimately for you to see if you should launch one, or if it would be a grave detriment. Get acquainted with the Platform Business Model and discover if you are missing out on it. What category of the Platform Business Model would suit you best? You will be able to answer the question of how do you get the independent producers if you cannot get customers and vice versa? Whether you should or should not launch a platform, in this book you will know how to determine that. You will know how the Platform Business Model can both bring you soft and direct control over your industry and your competitors. You will know what unique alteration the Platform Business Model hold, that few know about - not even the Big Technology Platforms. You have heard of 'Too Big To Fail', but here you will discover 'Too Big SO You Fail', and how to avoid it. In this book you will discover what the business model is, how to launch it, when not to launch it, how to manage it, and if a unique variant of the model is more for you. I have done the research; I hold two master's degrees in international business and management. And, it would be foolish to not learn about it and consider it, because huge opportunity costs could be attached to whatever you decide right now. So, if you want to not miss out and rake in the cash flows, control, insights, and organic growth, then scroll up and click the Add to Cart Button.