

# [PDF] VORTALS: An Entry From Gale's *Gale Encyclopedia Of E-Commerce*

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## Description:

**Excerpt. © Reprinted by permission. All rights reserved.** Vortals, or vertical portals, function like portals in that they serve as Internet starting points. Unlike portals, which have a broad, general appeal, vortals serve narrow, well-defined interests. A vortal provides Internet users with a route to content that is relevant to their specific interest. Through a careful selection of content and links to other Web sites, vortals focus in on a particular slice of the Internet. Vortals may or may not be involved in electronic commerce. Some vortals serve specific communities and social groups....

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