

Paper –Marketing Management

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Topic- Evolution of the Internet

The historic evolution of the internet could be traced back to World War As that time, the US. Government and military establishment attempted to link together thousands of scientists to discover ways of applying their scientific knowledge and research expertise to modern warfare. In 1969 the US Department of Défense established a programme called the Advanced Research Projects Agency Network (ARPANET). The purpose of this network was to provide secures communications among organizations engaged in defence-related research Later, the National Science Foundation Network called NSFNet was established to enable researchers and academics in non-defence fields to make use of these methods of advanced communications. The NSFNet, therefore, became the backbone of the internet. Thus, the original internet was developed for military intelligence and on a mechanism for academic communications. Today's internet bears little resemblance to these first efforts to link computers and scientific intelligence.

The Interer has grown exponentially over the past few years due to three major developments. The first th development of user-friendly interfaces such as Netscape's Navigator/Communicator and Microsoft's Internet Explore The second reason for the explosion of the Internet is that these interfaces allow individuals, businesses and organizations to use data, graphics sound and video with ease. The third major impetus to the growth of Internet usage is the day accessibility to computers due to the crash in system prices.