



Unofficial Guide to Starting a Business Online (Unofficial Guides)

Jason R. Rich

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The inside scoop... for when you want more than the official line!

If you have an entrepreneurial spirit and want to capitalize on the fastest growing marketplace ever, the Web, this is the book for you. From choosing the product or service you offer to designing your website to marketing and managing your online venture, this guide gives you step-by-step guidance and helps you avoid common pitfalls. You don't have to be a computer guru or programmer, and you don't have to invest big bucks, thanks to the unbiased recommendations, practical guidance, and insider savvy this book puts at your fingertips. Updated with advice from experts, current statistics, new tips and strategies, and information about hundreds of resources, this guide gets you in business online with:

Vital Information on choosing a unique product or service and targeting a specific niche market

Insider Secrets from entrepreneurs who have launched successful online businesses

Money-Saving Techniques, including using services from Yahoo!, Microsoft, eBay, and others to create a small-business website

Time-Saving Tips for obtaining prominent listing placement on search engines and in Web directories and information portals

The Latest Trends in online advertising, marketing, and branding, plus the online auction phenomenon

Handy Checklists to help you create and operate your online business

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