



A Quick Start Guide to Online Selling: How to Sell Your Product on e-bay, Amazon, i-tunes and Other Online Market Places (New Tools for Business)

Cresta Norris

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Anyone with access to a broadband connection can make money online. Unlike "brick and mortar" business, the online world has low entry costs. Selling products and services online can have major advantages for businesses, leading to increased profitability and lower costs.

In this book, new media marketing specialist Cresta Norris explains the fundamentals of online selling, the advantages of doing so, what to consider when creating an online shop, and the pitfalls to avoid. She explains online payments, creating an online shop, search engine optimization, pay-per-click advertising, distance selling, online trading, fulfilling customer orders, and planning for e-commerce. She also includes an array of international case studies.

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