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## Starting and Running an Online Business For Dummies (UK edition)

By Kim Gilmour, Dan Matthews, Greg Holden

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Starting and Running an Online Business For Dummies (UK edition), Kim Gilmour, Dan Matthews, Greg Holden, The fast and easy way to start and run an online business Starting an online business is no longer a novelty. It's a fact of life for individuals and established companies alike. The good news is that e-commerce and the practice of selling goods and services through a Web site and is not only here to stay, but it's thriving. More good news is that the steps required to conduct commerce online are well within the reach of ordinary people, even if you have no business experience. All you need is a good idea, a bit of start-up cash, computer equipment, and a little help from the practical, hands-on information in Starting and Running an Online Business For Dummies. With strategies to help you identify your market, design your website, choose services, trade securely, boost sales, and stay ahead of the competition; Starting and Running an Online Business For Dummies is just what you need to succeed. You'll discover how to open an online business in ten easy steps, how to select the...



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