

<<开办和经营商务在线 Starting>>

图书基本信息

书名：<<开办和经营商务在线 Starting and Running an Online Business For Dummies ?>>

13位ISBN编号：9780470057681

10位ISBN编号：0470057688

出版时间：2007-3

出版时间：John Wiley & Sons

作者：Dan Matthews , Greg Holen 著

页数：360

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<开办和经营商务在线 Starting>>

内容概要

Whether you're a budding entrepreneur or a small business owner looking to expand your business online, this up-to-date guide covers all the essentials you need to know to set up a Web site and start trading quickly and profitably. With strategies to help you identify your market, design your Web site, use new technology, trade securely, and stay ahead of the competition, this book is just what you need to succeed. Dan Matthews is Group Online Editor of Caspian Publishing, which produces magazines, Web sites, and events for an audience of UK entrepreneurs. Greg Holden is the author of over 25 books including eBay PowerUser's Bible.

作者简介

Dan Matthews is Group Online Editor of Caspian Publishing, which produces magazines, Web sites, and events for an audience of UK entrepreneurs. Primarily working on reaibusiness.co.uk, Dan writes about stellar business success stories as well as up-and-co

<<开办和经营商务在线 Starting>>

书籍目录

Introduction About This Book Conventions Used in This Book Foolish Assumptions How This Book Is Organised Part 1: Strategies and Tools for Your Online Business Part II: Establishing Your Online Presence Part III: Running and Promoting Your Online Business Part IV: The Necessary Evils: Law and Accounting Part V: The Part of Tens Icons Used in This Book Where to Go from HerePart I: Strategies and Tools for your Online Business .. Chapter 1: Opening Your Own Online Business in Ten Easy Steps The Time Is Now Step 1: Identify a Need Getting to know the marketplace 'Cee-ing' what's out there Working out how to do it better Step 2: Know What You're Offering Step 3: Come Up with a Virtual Business Plan Step 4: Get Your Act Together and Set Up Shop Finding a host for your Web site Assembling the equipment you need Choosing business software Step 5: Get Help Hiring technical bods Gathering your team Step 6: Construct a Web Site Making your site content-rich Establishing a visual identity Step 7: Process Your Sales Providing a means for secure transactions How not to cook your books Step 8: Provide Personal Service Sharing your expertise Making your site appealing E-mailing your way to the top Step 9: Alert the Media and Everyone Else Listing your site with Internet search services Reaching the whole Internet Step 10: Review, Revise, and Improve Taking stock Updating your data Chapter 2: Choosing and Equipping Your New E-Business... Starting Off on the Right Foot Mapping Out Your Online Business Looking around Making your mark Evaluating commercial Web sites Flavours of Online Businesses You Can Taste Test Selling consumer products Punting what you're good at Making money from your expertise Creating opportunities with technology Being a starving artist without starving Marketing One-to-One with Your Customers Focus on a customer segment Boost your credibility Create customer-to-customer contact: Everybody wins Be a player in online communities Add ways to sell and multiply your profits Easyware (Not Hardware) for Your Business The right computer for your online business Processor speed Hard drive storage CD-RW/DVD~RW drive Monitor Fax equipment Image capture devices Getting Online: Connection Options Software Solutions for Online Business Web browser Web page editor Chapter 3: Selecting the Right Web Host and Design Tools Chapter 4: Profiting from New Business Tools Part I: Establishing your Online Presence Chapter 5: Giving Your E-Business Site Structure and Style Chapter 6: Attracting and Keeping Customers Chapter 7: Building in Security Up Front Chapter 8: Monitoring and Improving Your BusinessPart II: Running and Promoting your Online Business Chapter 9: Easing the Shopping Experience Chapter 10: Running a Business on eBay.co.uk Chapter 11: Accepting Payments Chapter 12: Service with a Virtual Smile Chapter 13: Search Engines: What You Need to KnowPart III: The Necessary Evils: Law and Accounting Chapter 14: Making It All Legal Chapter 15: Online Business Accounting ToolsPart IV: The Part of Tens Chapter 16: Ten Must-Have Features for Your Web Site Chapter 17: Ten Hot Ways to Be an Ontrepreneur Chapter 18: Ten Must-See Web Sites for Online EntrepreneursIndex

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>