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# <<在线企业参考大全 Starting an>>

## 图书基本信息

书名：<<在线企业参考大全 Starting an Online Business All-in-One Desk Reference For Dummies>>

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## 内容概要

Eleven minibooks comprising nearly 800 pages offer would-be online entrepreneurs all the information they need to launch an e-business and succeed in today's marketplace Unlike competing guides, this book explains how to redesign a site, retool marketing strategies, and run a nonprofit site as well as offering in-depth coverage of how to secure a site and move from retail to e-tail Minibooks cover online business basics, legal and accounting matters, Web site design, operational issues once a business is up and running, Internet security, how to boost sales, taking a brick-and-mortar business online, storefront selling at eBay and elsewhere, fundraising at a nonprofit site, running a niche e-business, and advanced e-commerce techniques and strategies

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