

<<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 ?>>

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### 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](http://reaibusiness.co.uk), Dan writes about stellar business success stories as well as up-and-co

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