



Starting an Online Business For Dummies

By Greg Holden

For Dummies. Paperback. Condition: New. 456 pages. Dimensions: 9.1in. x 7.3in. x 1.0in. Mind your business with this updated edition of the bestselling online business how-to guide. Have a computer, an Internet connection, and a dream. Then, you're already on your way to starting your very own online business. This fun and friendly guide can help you turn your big idea into big bucks whether you're expanding your real-world storefront online or creating your own virtual startup. Starting an Online Business For Dummies, 7th Edition will show you how to identify a market need, choose a web hosting service, implement security and privacy measures, open up shop, and start promoting to the world. Covers the latest trends and techniques for online discoverability - from social media marketing to search engine rankings, online couponing to optimization for mobile devices, and beyond. Highlights business issues that are of particular concern to online entrepreneurs. Walks you through the best practices of successful online businesses, including customer service, marketing, analytics, and website optimization tools. Provides advice on choosing an e-commerce platform, protecting your domain name, securing trademarks, working with vendors and distributors, and keeping your customers' personal data safe. There's no time like now to start a new endeavor and...



[READ ONLINE](#)
[2.18 MB]

Reviews

This is the finest book I have got study till now. It usually does not price a lot of. I found out this publication from my i and dad encouraged this book to understand.

-- **Jamil Collins**

Absolutely among the best book I have possibly go through. I have go through and that I am certain that I am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book I have got go through within my personal existence and could be he finest book for ever.

-- **Brian Bauch**