



Starting an Online Business For Dummies

Greg Holden

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- 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 customer's personal data safe

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