



Selling on the Internet: How to Open an Electronic Storefront and Have Millions of Customers Come to You

By James C. Gonyea, Wayne M. Gonyea

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Designed for business people who are just getting acquainted with the Internet, this easy-to-follow guide (and included disk) will show you how to set up an electronic storefront, conduct business online, and even expand to every corner of the globe. Step by step, this book will show you how to use the tools you'll need to travel and do business on the Information Superhighway.

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Editorial Review

From the Back Cover

The Internet is open for big-time business! Welcome to the Internet, Mr. or Ms. Entrepreneur. It's the only place where the rent is reliably low, walk-in traffic never stops, and the growth potential is limitless. Designed for business people who are just getting acquainted with the Internet, this easy-to-follow disk/guide will show you how to set up an electronic storefront, conduct business online, and even expand to every corner of the globe. Step by easy step, electronic storefront pioneers James Gonyea and Wayne Gonyea will bring you up to speed on: Internet basics, including E-mail and the World Wide Web; the tools you'll need to travel and do business on the Information Superhighway; Sorting through all your access options; What never to do when setting up shop; Which companies are using the Internet and what's working (or not) for them; Attracting customers to your place of business; Considerations for selling overseas; Legal and security issues you can't ignore; Netiquette, Internet jargon, and much more. And if you want to stroll among the home pages of today's best electronic storefronts and cybermalls. . simply boot up the enclosed diskette from NETCOM and start window-shopping!

Users Review

From reader reviews:

Henry Knight:

Typically the book Selling on the Internet: How to Open an Electronic Storefront and Have Millions of Customers Come to You will bring you to definitely the new experience of reading the book. The author style to describe the idea is very unique. When you try to find new book to study, this book very suited to you. The book Selling on the Internet: How to Open an Electronic Storefront and Have Millions of Customers Come to You is much recommended to you to study. You can also get the e-book in the official web site, so you can quickly to read the book.

Loren Parker:

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Wm Dunlap:

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Helen Christopher:

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