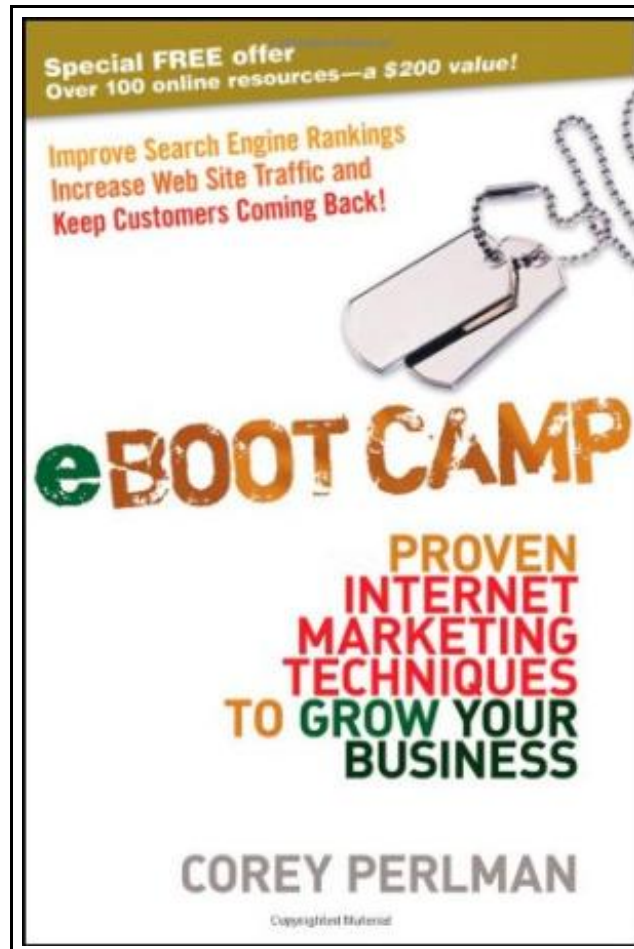# eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business (Hardback)

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Reviews

An exceptional publication as well as the font employed was exciting to see. it was actually writtern extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Dominic Collins)

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John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. In this Web 2.0 era, small business owners are at a severe disadvantage because they have minimal, if any, knowledge, about Internet marketing. They also lack the budget to hire a top-notch web marketer. As a result, the thrust of their Internet marketing program is usually a poorly performing website that attracts few visitors. e Boot Camp is the solution to the entrepreneur s Internet marketing problem. This do-it-yourself book provides the know-how that s needed to win business in cyberspace while eliminating the need for a large marketing budget. In just an hour or two a week, the small business owner will gain control of his or her Internet marketing campaign, using the step-by-step method Perlman presents. Specifically, readers will learn the keys to improving their search-engine ranking (the critical driver of traffic to a Website), how to create and manage blogs and e-newsletters and, finally, the secrets to a successful, sales-driven website.

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