



Starting an Online Business All-in-One Desk Reference For Dummies (For Dummies (Lifestyles Paperback))

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For Dummies, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction. Book I: Online Business Basics. Chapter 1: Starting from Scratch. Chapter 2: Turning Internet Dreams into Reality. Chapter 3: Get with the Plan: Creating Your Business Plan. Chapter 4: Financing Your Online Start-Up. Chapter 5: Creating Online Policies. Chapter 6: Setting Up Shop: Everything You Need for Online Efficiency. Book II: Legal and Accounting. Chapter 1: Minding the Law. Chapter 2: To Inc. or Not to Inc. Chapter 3: The Trademark-and-Copyright Two-Step. Chapter 4: Accounting for Taxes (And Then Some). Book III: Web Site Design. Chapter 1: What's in a (Domain) Name? Chapter 2: Designing Customer-Friendly Sites. Chapter 3: Building a Site Made for You. Chapter 4: Finding the Host with the Most. Chapter 5: Sizzling Content that Optimizes Searches. Chapter 6: Lights, Camera, Action! Taking Your Site Live. Book IV: Online and Operating. Chapter 1: Determining Your Revenue Model. Chapter 2: Making Money with Affiliate Programs. Chapter 3: Selling Information for Profit. Chapter 4: Paying Up with the Right Payment Options. Chapter 5: Putting the (Shopping) Cart before the Horse. Chapter 6: Taking Inventory. Chapter 7: Fulfilling Expectations and Orders. Book...



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