



Starting an Online Business All-in-One For Dummies

Shannon Belew, Joel Elad

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The all-in-one guide to everything you need to know to start an online business

Starting an online business can be a tricky undertaking. Luckily, *Starting an Online Business All-in-One For Dummies, 4th Edition* gives you the business savvy needed to make your online business boom. Cutting through technical jargon and hype, this plain-English guide arms you with everything you need to succeed, from developing a business plan and designing your website to making the most of marketing through social media—and everything in between. Plus, you'll get ideas for funding your online start-up, tips for moving your brick-and-mortar customers online, ways to breathe new life into a tired business, the latest on trademarks and copyrights, and much more.

- Includes updated information on web page design with HTML 5 and CSS, new analysis tools, and search engine optimization
- Gives you trusted information on Internet security
- Covers niche and advanced e-commerce topics

If you're in the exciting position of planning, launching, or maintaining a successful online business, this all-encompassing guide will make you an online entrepreneur in no time.

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