

Small Business Management for Online Business: Web Development, Internet Marketing, Social Networks



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(Tomas Witting)

SMALL BUSINESS MANAGEMENT FOR ONLINE BUSINESS: WEB DEVELOPMENT, INTERNET MARKETING, SOCIAL NETWORKS



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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Revision 1.1 A guide for home business and small business companies to develop online strategies for online presence, using the advantages of Web 2.0, web development, online promotion and social media. Web 2.0 is the evolution of the Web towards greater simplicity (requiring no technical knowledge or computer for users) and interactivity (allowing everyone, individually or collectively, to contribute, share and collaborate in various forms). Crowdsourcing, or participatory production, one of the emerging areas of knowledge management, is the use of creativity, intelligence and know-how of a large number of people, outsourcing, to perform certain tasks traditionally performed by an employee or contractor. Web development can take different forms: from a simple static page to dynamic pages with a connection to a database. Agile methods are groups of practices for the development of projects in IT (software design) that can be applied to various types of projects. They involve the maximum the applicant (client) and allow greater responsiveness to requests. They aim to real customer satisfaction a priority under a development agreement. A succesful web development is primarily based on iterative refinement of needs implemented in functionality in progress and even already completed. The marketing strategy aims to put the company in question in line with the implicit or explicit requirements of the market in which it operates. The foundations of the strategy are to discover and especially to influence the needs of potential customers and identify products and services. E-marketing, or Internet marketing, is used to manage a web presence and a report to the user and to the communities it represents. The challenge here is to disseminate a consistent image of brand and company regardless of...



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