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## Net Profit: How to Succeed in Digital Business

By David Soskin

John Wiley and Sons Ltd, United Kingdom, 2010. Paperback. Book Condition: New. New.. 214 x 140 mm. Language: English . Brand New Book. This book has been written by an experienced entrepreneur who has built a highly successful online business. He understands the challenges first hand, and gives readers invaluable advice about the how they too can make it big in the digital world. - Luke Johnson, Chairman Risk Capital partners and Financial Times columnist Online business can be a goldmine - or a minefield. David Soskin, former CEO of Cheapflights and Chairman of , has faced all the problems thrown up by building a business on the Internet, and solved them. Here, he shows you how to: \* Convert a brilliant idea into something that actually pays \* Get the funding you need to expand \* Build a great team of staff and advisers \* Keep the cash flowing \* Go global! Net Profit provides much needed inspiration and reassurance for would-be start ups and established businesses who want to do more online. I wish this book had been written ten years ago when I first entered the e-commerce industry. -Glenn Fogel, EVP - Corporate Development and International, David...



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