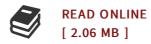




F-Commerce Handbook

By Paul Marsden, Paul Chaney

McGraw-Hill Education - Europe, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The 10 Secrets to Selling on the World s #1 Social Network Facebook is the perfect tool for reaching out to customers. Now, you need to take the next step and make it pay by selling on Facebook. The f-Commerce Handbook shows you how. From the coeditors of Social Commerce Today, The f-Commerce Handbook delivers practical guidance, proven strategies, and best practices to profit from Facebook as a direct sales channel. The f-Commerce Handbook reveals ten smart but simple secrets for running profitable sales events on Facebook, all designed and proven to build your business and monetize your efforts. Capitalize on impulse purchasingGet customers emotionally involved with your productUse social media as an experience delivery mechanism Create powerful social incentivesMake customers feel indebted to buy from you Facebook is the selling tool of the future. Start building your fcommerce strategy now, and start making Facebook pay today by turning Likes into Buys.



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