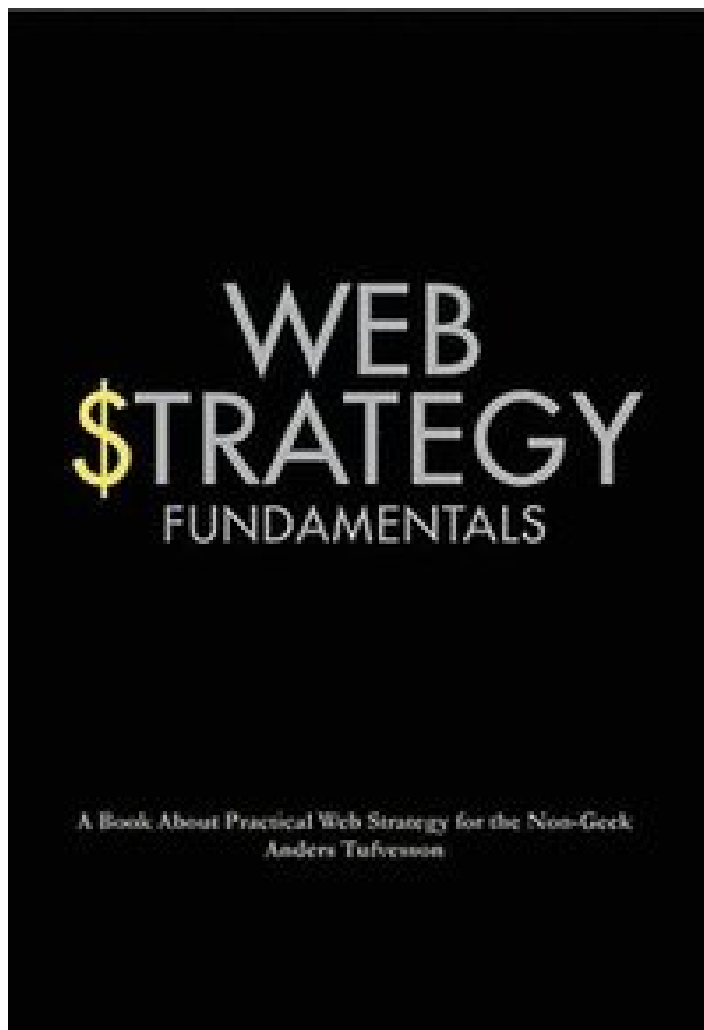


WEB STRATEGY FUNDAMENTALS PDF

Anders Tufvesson



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BESKRIVNING

You dont need to have a web shop to make money with your website. Web Strategy Fundamentals deals with building a website from a visitor perspective and the business-related structures that should be in place today to make a website profitable for the organization. The book is not about web design or web development. Its about how to strategically creating a platform for your Internet marketing. It doesnt matter if the website is for a municipality, a company, a non-profit organization or a sports association. The fundamental mechanisms for web strategy works for all types of websites. The book starts with a foreword from Internetworlds Swedish editor in chief Magnus Höij.

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