



Mastering Online Marketing: 12 World Class Strategies That Cut Through the Hype and Make Real Money on the Internet

By Mitch Meyerson, Mary Eule Scarborough

Entrepreneur Press. Paperback. Book Condition: new. BRAND NEW, Mastering Online Marketing: 12 World Class Strategies That Cut Through the Hype and Make Real Money on the Internet, Mitch Meyerson, Mary Eule Scarborough, Learn to avoid the #1 problem that plagues most online businesses--an under-performing website. The rise in online shopping has led countless entrepreneurs to jump on the e-commerce bandwagon--but despite their big dreams and hard work, most fail. This book shows them how to succeed in grabbing their piece of the e-commerce pie. Forgoing get-rich-quick hype for best practices and solid marketing principles, two world-class online marketers offer an unbeatable 12-step system that creates a profitable and sustainable online business. Hundreds of proven strategic and tactics, as well as dozens of time-saving web resources, help you jumpstart the process. The authors reveal the 10 most common e-commerce mistakes and offer fail-safe strategies for avoiding them. Innovative automation strategies save you time and money and help you create new streams of passive income. Featuring current technology--including Web 2.0 innovations, web conferencing, podcasts, blogging and more--this comprehensive manual puts website owners on the road to profitability.



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