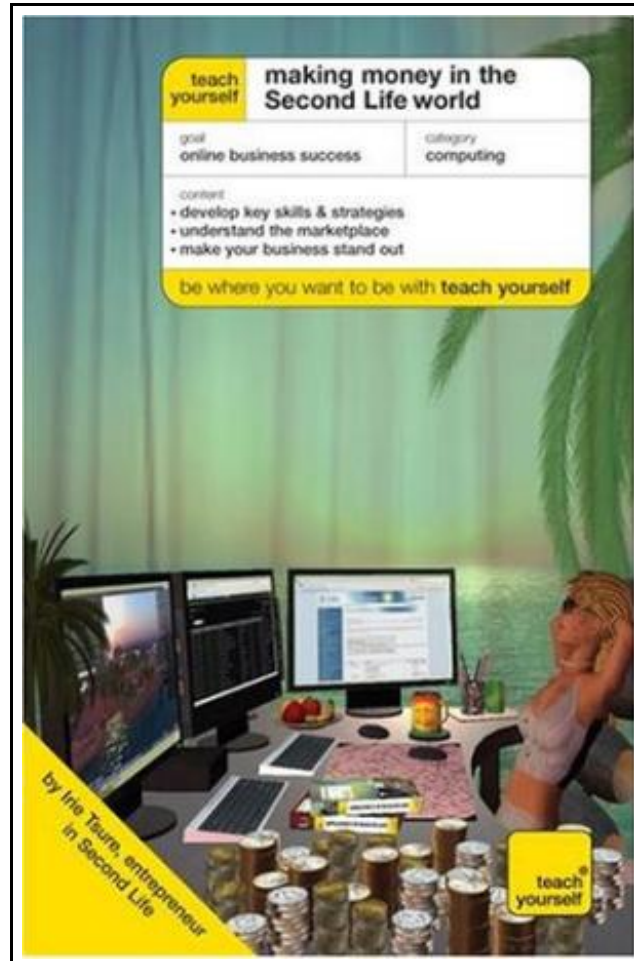


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Hodder Stoughton General Division, United Kingdom, 2008. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. Written by successful Second Life resort owner Irie Tsure, this comprehensive guide will accompany you on the tricky journey from Newbie to practising expert in the virtual world of Second Life. Teach Yourself Making Money in the Second Life World is intended to cover every skill required to enjoy and prosper within this virtual world but in particular focuses on those entrepreneurial activities, strategies and skills which can help you get ahead in business in Second Life. This book is packed with advice for virtual entrepreneurs looking to develop independent businesses within SL, perfect for individuals or small companies interested in entering SL and succeeding there. Authored by an established, popular business savvy and creative SL character, areas covered include: The Second Life economy Intellectual property rights Creating retail objects Creating fashion items including clothing, hair and footwear Scripting Creating animations including QAvimator and how to upload an animation Putting it all together including the creative process Retail outlets and venues including how to rent or to buy space, store design and layout, selling your products in-world, opening a resort or nightclub, streaming music into Second Life, including your own music, developing the business, minimising lag, community and staff Land management including: finding, buying and selling land in Second Life, obtaining a private island, making money from virtual land, managing a Shopping Mall, checking and improving a region s performance Real-world brands in Second Life - examining the opportunities etc Marketing in second life including: branding, Second Life groups, promoting your business Appendices: A Irie s summary of success; B My past, our present and the future; C: Useful keyboard shortcuts Most other books are written by techies or tourists, not by an author...



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