



Making Money on the Internet

Alfred Glossbrenner, Emily Glossbrenner

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Written as a guide for business people, this text describes how to use the Internet for profit. Beginning with advice on Internet basics, it goes on to describe how to market products on the Internet, conduct market surveys and gather market intelligence, perform business research and develop contacts. Case studies of successful Internet entrepreneurs, with tips and tricks are included, as is a special chapter on global marketing and prospecting.

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