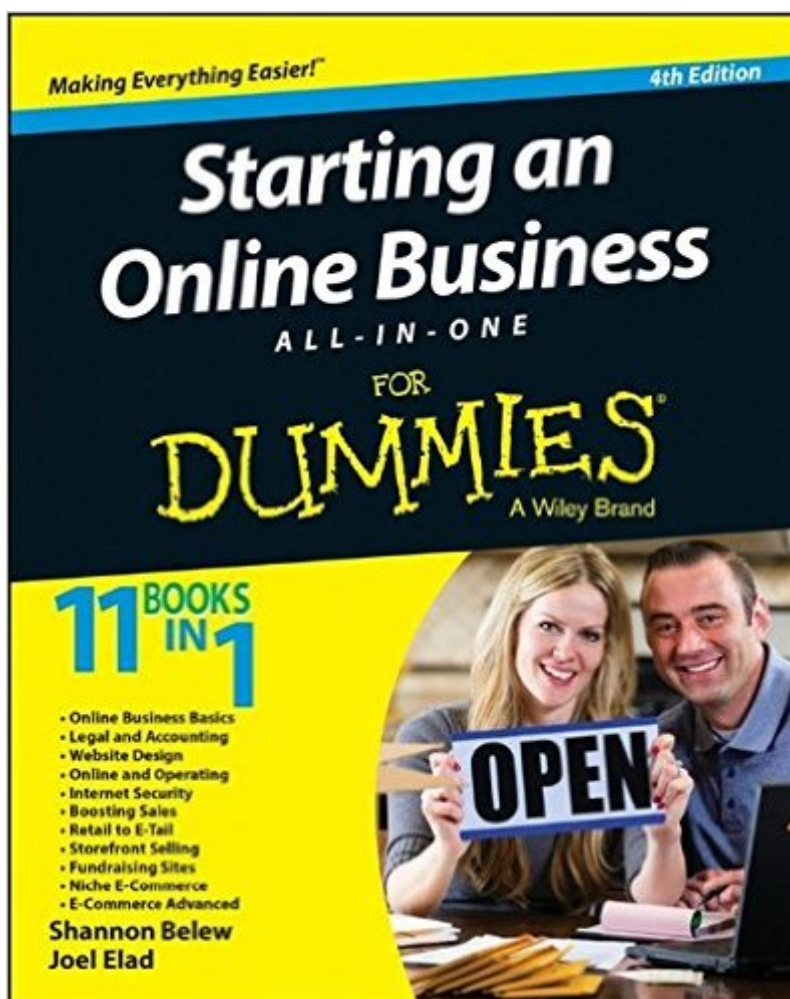


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# Starting An Online Business All-in-One For Dummies



## Synopsis

The all-in-one guide to everything you need to know to start an online business Starting an online business can be a tricky undertaking. Luckily, Starting an Online Business All-in-One For Dummies, 4th Edition gives you the business savvy needed to make your online business boom. Cutting through technical jargon and hype, this plain-English guide arms you with everything you need to succeed, from developing a business plan and designing your website to making the most of marketing through social media—and everything in between. Plus, you'll get ideas for funding your online start-up, tips for moving your brick-and-mortar customers online, ways to breathe new life into a tired business, the latest on trademarks and copyrights, and much more. Includes updated information on web page design with HTML 5 and CSS, new analysis tools, and search engine optimization Gives you trusted information on Internet security Covers niche and advanced e-commerce topics If you're in the exciting position of planning, launching, or maintaining a successful online business, this all-encompassing guide will make you an online entrepreneur in no time.

## Book Information

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## Customer Reviews

I'm still working my way through the book, but since there are no other reviews, I'll share my thoughts so far...This book is a great starting point for getting your online business going. Consider it a basic outline for all the factors you're going to have to consider when starting your business. You won't find all the answers you need here, but this book will get you pointed in the right direction. As

far as I can tell, the information is very up-to-date, which I imagine is a big challenge for a printed book about operating on the web. Many of the most popular books about online business creation are more inspirational. This book is practical. I think a good mix of the two is in order. So if you're looking for a practical guide, this is a nice option to consider. My only (minor) complaint is the silly "11 books in 1" tagline. No, it's not 11 books. It's one book with 11 sections. Just because the editors didn't bother to tie all the 11 sections in together, doesn't mean you get 11 books. But that's ok. I didn't want 11 books (who would?).

I got this book for a college class, and it was pretty intimidating at first with its 800+ pages. But it's a really really good book on the subject and worth the read!! Part of it are a little dry, but most of the sections are kept brief and to the point, so even if you're not overly enjoying the topic, you're getting what you need to know from it, and it's information that will help your business that you might not have considered otherwise. The sections are nicely split up so that, although as a previous reviewer mentions, it's not 11 books in one, you can still kind of pretend it is, and tackle the pages by subject area. That way you can concentrate on learning one thing at the time and don't feel you have to rush through 800 pages, but instead can split it into chunks of around 200 pages at a time while still getting complete information. Really surprised by this book, considering it's in the for Dummies series, and only costs around 30. Well worth it if you're considering starting an online business, or an offline business with online aspects, such as a website or an online store. I borrowed a digital version of this book initially, but found it hard to follow or jump to sections that way. I much preferred the big heavy print version, maybe also because it fed my ego looking at how many pages I'd gotten through as I worked through the course and book.

The information on this book is pretty much step by step, makes you think, and organize your self before getting into owning your own business, I have read many books that claim to be the step by step and it usually turns into a lot bull, But this book is the real deal.

This is a great book packed with great information about starting an online business. It's a pretty good size so I haven't read it all the way through, but what I have read has proven to be helpful and relevant.

A to Z, this book covers or touches on pretty much everything you'll need to know to get most any type of online business off the the ground. The way it's written makes it easy to follow and

comprehend. It's been a helpful tool.

Great book for those beginning their online business. This book breaks it down in manageable stages and opens one's eyes to the many tasks involved.

Very helpful book for a beginner like me. Most info are basic info and I had to go online to do some further research. Overall though, it was helpful and got me going on setting up my online venture.

Don't even consider starting an e-commerce business unless: a) you have years of e-commerce experience and could have written the book yourself. b) you don't care about failing. Tips on cybersecurity, how to set up an online shopping cart, find a web developer, warehouse and ship products, and more. The book is full of links to sites where you can get more information about products and services to help your business.

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