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Nota di contenuto	Contents; Introduction; 1. Creating an effective Internet strategy; 2. The basics: sort out a domain name, an e-mail account, a website, and get selling; 3. Marketing your website; 4. Building the 'back end' of your Internet business; 5. Make your business more efficient with the Internet; 6. Strategies for a small business on the Internet; Conclusion: It's time for small businesses to think big; Index
Sommario/riassunto	The Business on a Shoestring series helps small business owners grow their business imaginatively, effectively and without spending a fortune. Aimed at entrepreneurs with plenty of vision and commitment but not a lot of cash, each book is packed with ideas that really work, real-life examples, step-by-step advice and sources of further information. Having an online presence is essential for most businesses these days. Don't think that a small budget means that you can't compete with larger organisations: if your site is well laid out and your

content compelling, you can!. This revised edition

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