1.	Record Nr.	UNINA9910458381403321
	Autore	Comm Joel
	Titolo	KaChing [[electronic resource]] : how to run an online business that pays and pays / / Joel Comm
	Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2010
	ISBN	0-470-64444-3
		1-282-68701-8
		9786612687013
		0-470-64442-7
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (256 p.)
	Disciplina	381.142
		658.872
	Soggetti	Electronic commerce
		Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	KaChing: How to Run an Online Business that Pays and Pays; Contents; Foreword; Introduction-Creating Your Personal KaChing Button; Chapter 1: The New Web Order-How the Internet Has Brought Opportunity to Everybody; Chapter 2: Your Uniqueness Equals Cash; Chapter 3: Content Is Not King . . . It Is KaChing!; Chapter 4: Information Products-Selling Your Knowledge; Chapter 5: Earning from Affiliate Programs; Chapter 6: Membership Sites-Turning Your Internet Business into a Passive Revenue Machine; Chapter 7: Coaching Programs; Chapter 8: Case Studies; Conclusion; Other books by Joel Comm; Index
	Sommario/riassunto	For nearly fifteen years, Joel Comm has been generating revenue on the web via a number of avenues. In KaChing, he shares his five primary methods of making money online, combining traditional marketing with the new, offering detailed strategies and techniques that can be applied to any niche or market. Each of the five methods is broken down into simple, practical, duplicable steps. Praise for KaChing ""Turning your passion into profit is Joel's keystone in life, and he possesses the uncanny ability to deliver a clear road map enabling