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Titolo	Starting an online business : all-in-one / / by Shannon Belew and Joel Elad
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , 2017 ©2017
Edizione	[Fifth edition.]
Descrizione fisica	1 online resource (915 pages) : illustrations
Collana	For dummies
Disciplina	658.054678
Soggetti	Business enterprises - Computer networks New business enterprises - Computer networks Internet marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Start-up essentials -- Legal and accounting -- Website functionality and aesthetics -- Online and operating -- Managing security risks -- Online marketing basics -- Retail to e-tail -- E-commerce fundamentals -- E-business for the nonprofit -- E-commerce trends and market opportunities -- E-commerce advanced.
Sommario/riassunto	Start a successful online business--and be your own boss! Being an online entrepreneur means more than just building a website--and this book breaks down everything you need to know to be successful. Inside, you'll get plain-English explanations and easy-to-follow instruction on online business basics, legal and accounting issues, website design, Internet security, boosting sales, e-commerce, and so much more. While the ideas and concepts behind starting an online business are tried and true, the tools available to entrepreneurs change and evolve quickly--and often.