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Note generali	"Getting online, creating successful Web sites, order fulfillment, getting noticed"--Cover. Includes index.
Sommario/riassunto	(From Publishers Weekly) - "The greatest strength of this solid e-commerce guide is that Zilliox, a technical writer, provides context alongside the basics. She recommends soliciting customer input about one's Web site, keeping the site simple, marketing via e-mail whenever possible and, regarding content, ""when in doubt, leave it out."" A comprehensive glossary also makes this a valuable starting point for small business owners and managers."