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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

