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Note generali	Includes index.
Nota di contenuto	Introducing eBay business: Introduction -- Getting started: Setting yourself up legally -- Business details: Equipment, supplies, and space; Finding inventory; Borrowing money -- Business as usual: Selling on eBay; Auction details; Photographs; Pricing; Special auctions; Fulfillment; Receiving payment; Selling your services -- Unpleasantries: Dealing with buyer fraud -- Making it work: Software features; Software assistance; Customer service -- Operate Smart: eBay storefront; Other storefronts; Selling internationally; Determining your profit; Developing a strategy; Education -- Something for business buyers: Buying on eBay.
Sommario/riassunto	As in any business, strategy is the name of the game. Too many eBay sellers get lost in activities that ultimately contribute little to their profits. Let eBay Business the Smart Way help you avoid that trap. Read it and become the best business-person you can be. This book walks you through every step. It's full of specialized advice for eBay sellers who want to move their business to a higher level. Book jacket.