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| 1. Record Nr.           | UNINA9911105336403321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Autore                  | Comm Joel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Titolo                  | KaChing : how to run an online business that pays and pays / / Joel Comm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Pubbl/distr/stampa      | Hoboken, N.J., : John Wiley & Sons, Inc., 2010<br>John Wiley and Sons, Inc., [2010]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| ISBN                    | 9786612687013<br>9780470644447<br>0470644443<br>9781282687011<br>1282687018<br>9780470644423<br>0470644427                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Edizione                | [1st edition]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Descrizione fisica      | 1 online resource (256 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Classificazione         | 83.82                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Altri autori (Persone)  | HansenMark Victor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Disciplina              | 381.142<br>658.872                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Soggetti                | Electronic commerce<br>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 precise results, again and again

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