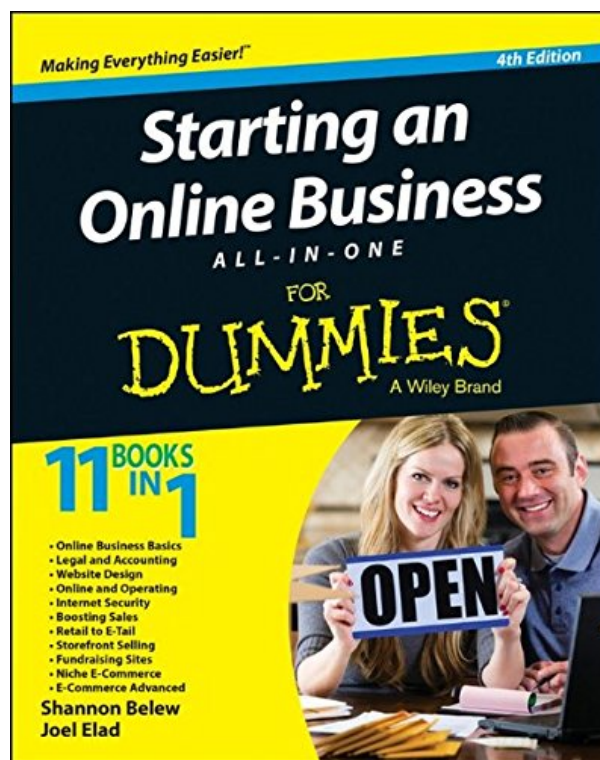
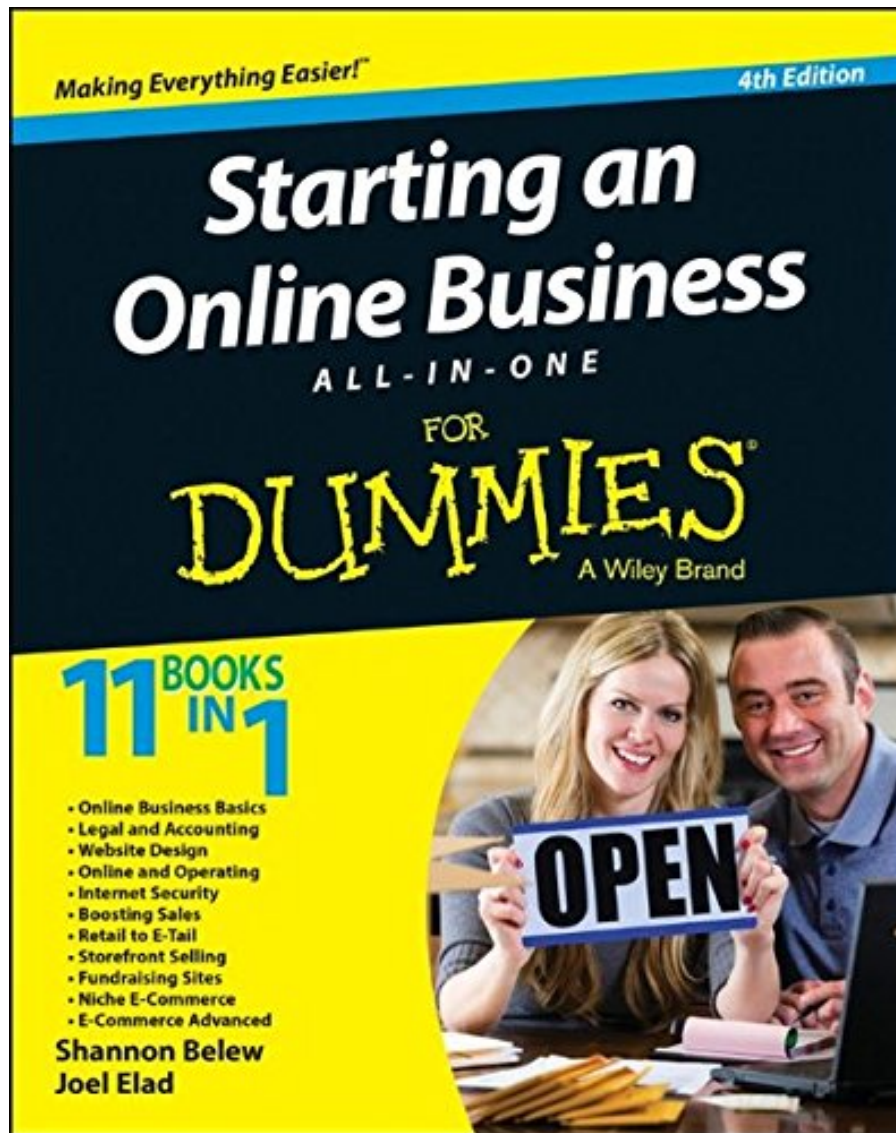


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- Online Business Basics
- Legal and Accounting
- Website Design
- Online and Operating
- Internet Security
- Boosting Sales
- Retail to E-Tail
- Storefront Selling
- Fundraising Sites
- Niche E-Commerce
- E-Commerce Advanced

Everything you need to know to start and run a great online business

Always wanted to start an online business, but you didn't know where to begin? You're in luck! This complete guide features eleven books in one to bring you everything you need to dive right in. Get into the basics and then move on to more in-depth topics such as accounting, website design, security, marketing, fundraising, and e-commerce!

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About the Author

Shannon Belew is the co-owner of several online businesses and writes the Huntsville Times' column, "Today's Home Office." Joel Elad holds a BS in Computer Science & Engineering from UCLA and is the author of *LinkedIn For Dummies*, 2nd Edition.

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The all-in-one guide to everything you need to know to start an online business

Starting an online business can be a tricky undertaking. Luckily, *Starting an Online Business All-in-One For Dummies*, 4th Edition gives you the business savvy needed to make your online business boom. Cutting through technical jargon and hype, this plain-English guide arms you with everything you need to succeed, from developing a business plan and designing your website to making the most of marketing through social media—and everything in between. Plus, you'll get ideas for funding your online start-up, tips for moving your brick-and-mortar customers online, ways to breathe new life into a tired business, the latest on trademarks and copyrights, and much more.

- Includes updated information on web page design with HTML 5 and CSS, new analysis tools, and search engine optimization
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If you're in the exciting position of planning, launching, or maintaining a successful online business, this all-encompassing guide will make you an online entrepreneur in no time.

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