Starting an Online Business For Dummies

Greg Holden

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Have a computer, an Internet connection, and a dream? Then, you're already on your way to starting your very own online business. This fun and friendly guide can help you turn your big idea into big bucks whether you're expanding your real-world storefront online or creating your own virtual startup. *Starting an Online Business For Dummies, 7th Edition* will show you how to identify a market need, choose a web hosting service, implement security and privacy measures, open up shop, and start promoting to the world.

- Covers the latest trends and techniques for online discoverability - from social media marketing to search engine rankings, online couponing to optimization for mobile devices, and beyond
- Highlights business issues that are of particular concern to online entrepreneurs
- Walks you through the best practices of successful online businesses, including customer service, marketing, analytics, and website optimization tools
- Provides advice on choosing an e-commerce platform, protecting your domain name, securing trademarks, working with vendors and distributors, and keeping your customer's personal data safe

There's no time like now to start a new endeavor and no guide like *Starting an Online Business For Dummies, 7th Edition* to get your online business going.

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