



The Complete Idiot's Guide to Starting a Web-Based Business (Complete Idiot's Guides (Computers))

Steve Slaunwhite

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The web-based basics!

Aspiring web entrepreneurs will find here everything they need to know about starting and running their own small-scale online business. Whether they intend to sell goods, services, subscriptions, or advertising, this book provides them with the specific nuts and bolts of planning, designing, building, hosting, marketing, and operating their online businesses.

- The Complete Idiot's Guide(r) to Starting Your Own Business has over a quarter million copies sold in five editions
- 1.6 million web-based businesses in the U.S., a \$175 billion market in 2007
- Online businesses benefiting from increasing number of Internet users- with increased traffic for subscription, advertising, and affiliate program revenue

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