



The Complete Idiot's Guide to Starting an Online Business

Frank Fiore

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The Complete Idiot's Guide to Starting an Online Business shows why and how to establish company Web sites and Intranets. It speaks specifically to the idea of distributed information as capital and how to use the Web and Web technologies to positively impact revenues. See how to set objectives, create strategies, and implement programs for Web-related communications that will impact your company's marketing, sales and financial activities. Learn to manage a Web site and maximize the use of information gleaned from an online presence. Also included: an overview of E-commerce, explanations of various Web software tools, the basics of Web design and how to set up a company Intranet.

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