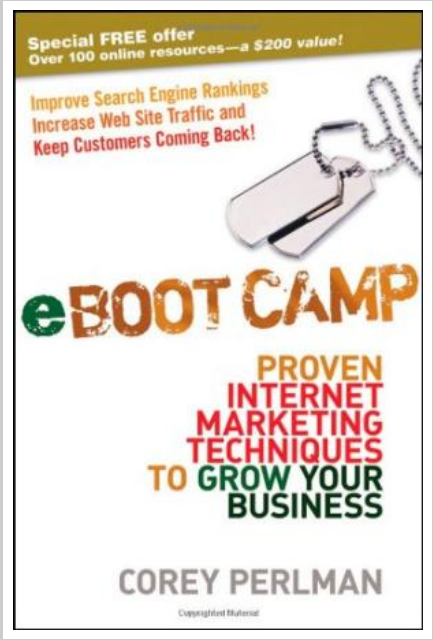


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eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business (Hardback)

By Corey Perlman

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. In this Web 2.0 era, small business owners are at a severe disadvantage because they have minimal, if any, knowledge, about Internet marketing. They also lack the budget to hire a top-notch web marketer. As a result, the thrust of their Internet marketing program is usually a poorly performing website that attracts few visitors. e Boot Camp is the solution to the entrepreneur s Internet marketing problem. This do-it-yourself book provides the know-how that s needed to win business in cyberspace while eliminating the need for a large marketing budget. In just an hour or two a week, the small business owner will gain control of his or her Internet marketing campaign, using the step-by-step method Perlman presents. Specifically, readers will learn the keys to improving their search-engine ranking (the critical driver of traffic to a Website), how to create and manage blogs and e-newsletters and, finally, the secrets to a successful, sales-driven website.

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