



Starting an Online Business: A Straightforward Guide (Straightforward Guide to)

Paul Welwyn

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This second edition of the Straightforward Guide to Starting an Online Business is a clear and comprehensive introduction to setting up and running a successful online business. More and more people are shopping online and more and more businesses are moving their activities online to compliment traditional models. However, just like traditional businesses, specific skills are needed to ensure that the business is a success. This book provides an ideal introduction to all the essential steps in the process.

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