



Creating a Winning E-Business (Travel Guides)

H. Albert Napier, Philip J. Judd, Ollie N. Rivers, Stuart Wagner

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This practical, entrepreneurial guide to getting an online business off the ground begins with idea generation and progresses through business plans to the nuts and bolts of creating and maintaining an e-business site. Entire chapters are devoted to payment systems, security and auxiliary systems, and other technical topics. A running case of a real online business begin and end each chapter as the book parallels its growth and development.

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