



# How to Make Money Online with eBay, Yahoo!, and Google

*Peter Kent, Jill Finlayson*

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**How to Make Money Online with eBay, Yahoo!, and Google** Peter Kent, Jill Finlayson

**Groundbreaking strategies for reaching millions of customers online and boosting traffic, sales, and profits**

This full-color, seminar-in-a-book presents a proven plan for maximizing your online profits by leveraging the top three services: eBay, Yahoo! and Google. You'll learn to: expand an existing eBay business to reach millions of targeted buyers; Open a Yahoo! store to build a thriving direct-to-customer business; and send more customers to their online retail business with improved search engine placement and targeted adword buys using Google. *How to Make Money Online with eBay, Yahoo!, and Google* explains how to use cross-merchandising and integration strategies to promote sales and manage inventory across multiple sales channels.

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