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# Internet Marketing Joint Ventures: Finding Strategic Alliances for Business Profits

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**Anthony Ekanem : Internet Marketing Joint Ventures: Finding Strategic Alliances for Business Profits** before purchasing it in order to gage whether or not it would be worth my time, and all praised Internet Marketing Joint Ventures: Finding Strategic Alliances for Business Profits:

A Joint Venture or JV in short (in Internet Marketing term) is often defined as "A mutually beneficial cooperation

between website owners". Many a times, Joint Ventures in Internet Marketing are entered into between a person who has developed a new and innovative product or service and an established Internet Marketer who has spent a huge amount of time developing his list and his reputation. This is the kind of agreement that can be described as a win-win situation. The Joint Venture gives the developer of the new product or service access to potential customers that he would not otherwise have access to and the experienced Internet Marketer gains access to new product or service that the members of his list can benefit from. Both the product/service developer and the established Internet Marketer make a profit that neither of them would have made without the otherhellip; and that is the very essence of the Joint Venture. By joining forces and pooling resources and talents, a Joint Venture allows all parties to accomplish more than any one of them could have accomplished alone. The fact is that the Joint Venture is one of the jealously guarded secrets of successful Internet Marketers. Joint Ventures are certainly not a new concept, however ndash; they have been around since Internet Marketing began. For any marketer, new or seasoned, the Joint Venture is the quickest way to making a profit on low-cost or in most cases, even FREE. Oftentimes, even very well established Internet Marketers will enter into a Joint Venture enterprise hellip; even those who are in direct competition with one another (well, believe it!). Why would competitors ever agree to a Joint Venture? You may ask. The answer is simple: Joint Ventures are just simply good business and even competitors can both make a profit by using them. Neither marketer is entering into a Joint Venture for the purpose of helping his competition. He is entering into it to help himself.

About the AuthorAnthony Ekanem is a researcher and professional writer. His areas of research interest include but not limited to business, finance, investment, family, health and relationship. His published books, which are available in print, electronic and audio formats, can be purchased online in major online bookstores worldwide. His educational background in Management has given him a broad base from which to approach many topics.