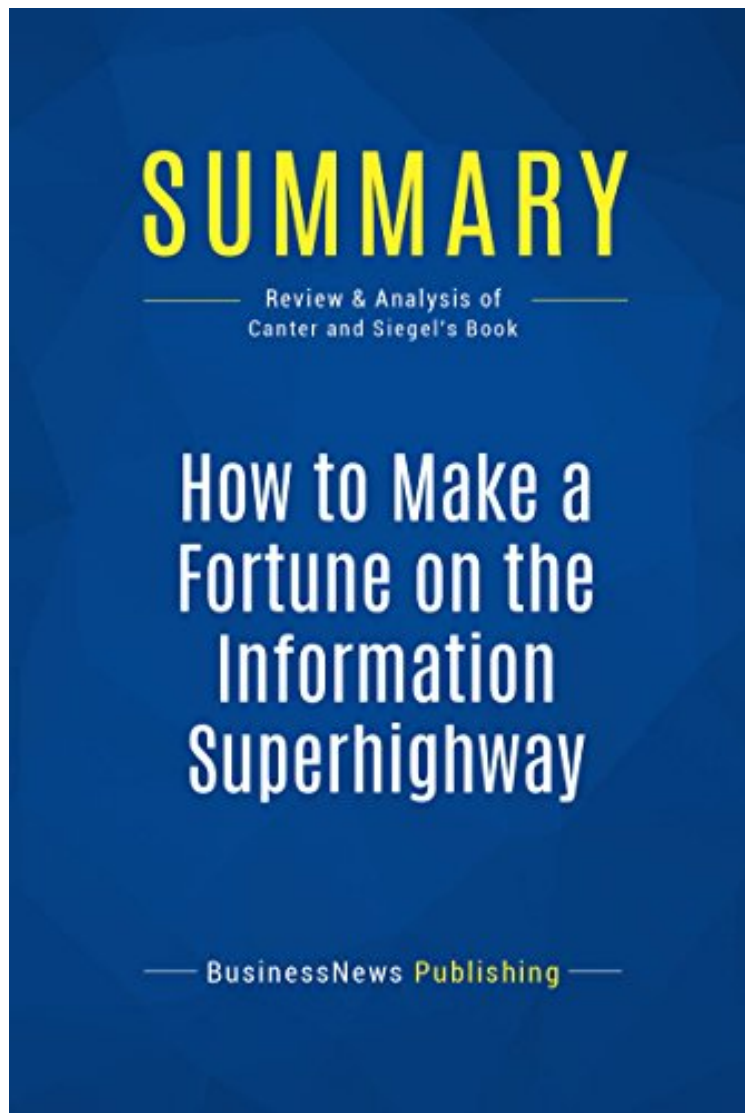


[Read free ebook] Summary: How to Make a Fortune on the Information Superhighway: Review and Analysis of Canter and Siegel's Book

Summary: How to Make a Fortune on the Information Superhighway: Review and Analysis of Canter and Siegel's Book

BusinessNews Publishing
ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#1437903 in eBooks 2013-02-15 2013-02-15 File Name: B00DOYX3DA | File size: 63.Mb

BusinessNews Publishing : Summary: How to Make a Fortune on the Information Superhighway: Review and Analysis of Canter and Siegel's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: How to Make a Fortune on the Information Superhighway: Review and Analysis of Canter and Siegel's Book:

The must-read summary of Laurence Canter and Martha Siegel's book: "How to Make a Fortune on the Information Superhighway: Everyonesquo;s Guerrilla Guide to Marketing on the Internet".nbsp;This complete summary of the ideas from Laurence Canter and Martha Siegel's book "How to Make a Fortune on the Information Superhighway" shows that internet marketing is now essential, as most successful businesses understand that the internet is where people spend time, therefore companies must integrate themselves into the community. However, it's remarkable how some businesses still fall into traps that are easily avoidable. The authors point out that interactive marketing is far more effective online than simply advertising, because companies can set up an efficient feedback loop whereby they not only sell products but improve products at the same time. This summary takes the reader through some very simple techniques ndash; such as the best way to set up a mailing list ndash; for creating multimedia advertising strategies. Added-value of this summary:nbsp;bull;nbsp;Save timenbsp;bull;nbsp;Understand the key conceptsbull;nbsp;Increase your business knowledgeTo learn more, read "How to Make a Fortune on the Information Superhighway" and discover the road towards a coherent, profitable online marketing strategy.