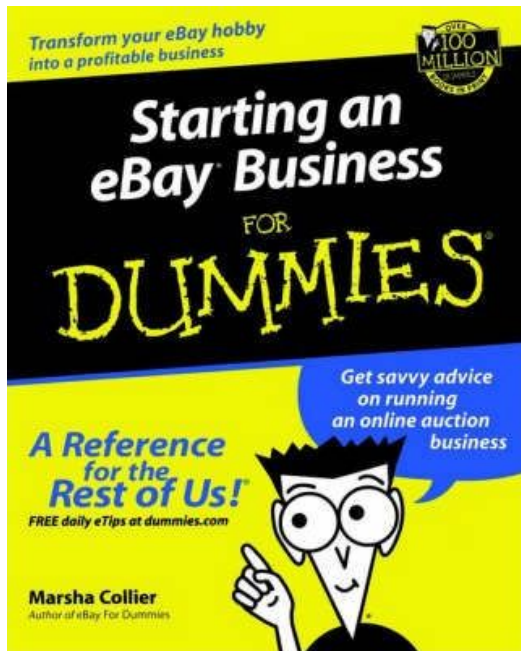


Starting an eBay Business For Dummies [EPUB] by Marsha Collier



Book details:

Author: Marsha Collier

Format: 384 pages

Dimensions: 185.42 x 231.14mm

Publication date: 01 Dec 2001

Publisher: John Wiley & Sons Inc

Imprint: Hungry Minds Inc,U.S.

Release location: Foster City, United States

DOWNLOAD



Book Synopsis:

Starting An eBay Business For Dummies is the book eBay entrepreneurs have been dying to have -- all the tips and tricks of turning eBay trading into a full-time job are here. This book covers the essentials an eBay user or budding entrepreneur needs to start a money-making venture by trading on eBay. Discover the essentials not only for maximizing your profits on eBay, but also how to run a smart business. This guide explains the enhanced features of eBay including their new Gallery feature designed to help business pull in customers by displaying their goods in individual online boutiques.

Related info:

Review quote

"They started with collectibles from their closets and then realized they could make a living." (Reader's Digest, November 2002)

About Marsha Collier

Marsha Collier is the author of *eBay For Dummies* and a guest lecturer at eBay University events. She's also shared her expertise on NBC's Today Show and Good Day L.A.

Table of contents

Introduction. PART I: Getting Serious at eBay. Chapter 1: Using eBay to Launch Your Business. Chapter 2: The Finer Points of eBay Auctions. Chapter 3: Cool eBay Tools. Chapter 4: Practicing Safe Selling. Chapter 5: Your Very Own eBay Store. PART II: Setting Up Shop. Chapter 6: Stocking the Store. Chapter 7: Know the Value of What You're Selling. Chapter 8: Establishing a Base of Operations: Your Web Site. PART III: Business Is Business - No Foolin' Around! Chapter 9: Software Built for Online Auctions. Chapter 10: Dollars and Sense: Budgeting and Marketing Your Auctions. Chapter 11: Jazzing Up Your Auctions. Chapter 12: Providing Excellent Customer Service. Chapter 13: When the Money Comes Rolling In. Chapter 14: Getting It from Your Place to Theirs. PART IV: Your eBay Back Office. Chapter 15: Going Legit. Chapter 16: Practicing Safe and Smart Record-Keeping. Chapter 17: Building an eBay Back Office. PART V: The Part of Tens. Chapter 18: Ten (Or So) Successful eBay Sellers and Their Stories. Chapter 19: Ten Other Places to Move Merchandise. PART VI: Appendixes. Appendix A: Glossary of Auction and Accounting Terms. Appendix B: The Hows and Whys of a Home Network. Index. Book Registration Information.