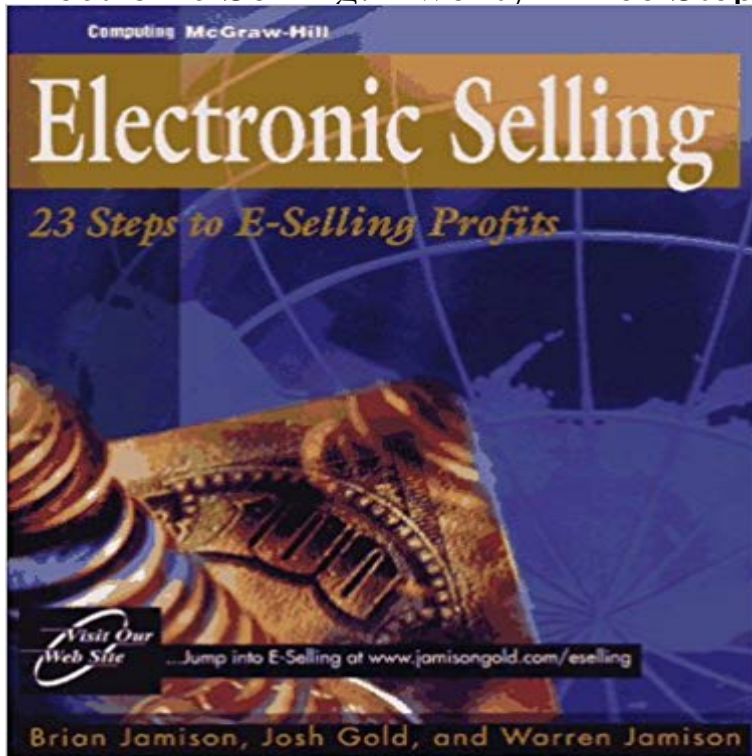


Electronic Selling: Twenty-Three Steps to E-Selling Profits



At last! This simple revolutionary book is the first plain-English guide to handling sales and credit card transactions on the World Wide Web. Its designed for businesspeople and cyberpreneurs who want to make money on the Internet, not do programming for it. Written at a level everyone can understand, E-Cash answers the pressing questions posed by marketers, Webmasters, and entrepreneurs: In doing business on the Internet, how do we process orders? Accept payments? And make sure that our customers credit card numbers arent being ripped off? The authors-who are cutting-edge Web site developers and highly creative marketers-clearly explain how to beat the security bugaboo and succeed at electronic selling. Supported by its own state-of-the-art Web site, this book sorts through the new technologies that have finally made internet commerce feasible, then spells out the issues in non-technical terms. Here is much needed information for businesses on Internet and search engine basics -- various methods of e-sales -- how to organize Web sites to maximize sales -- and where to find e-cash service providers. Readers will also be fired up by profiles of internet sales success stories and an indispensable action plan for getting started: 22 Steps to E-Selling Profits. Only E-Cash reveals how to access the cash register that lurks in every computer. Hundreds of thousands of companies are under the gun to generate profits from their Web sites, and this unique book shows them how to do it.

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