



Internet Prophets: Enlightened E-Business Strategies for Every Budget

Mary Diffley

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Meant as a guide for anyone interested in finding a place on the Internet frontier, this book covers every important facet of e-business and provides companies with specific actions to take based on actual dollar amounts they are prepared to invest. At the heart of this book are four guides created to showcase e-business strategies that work. Each speaks to a certain level of investment—throughout the book the prophets provide tailored e-business advice and effective strategies for every budget. Topics covered include online shopping, planning for web site development, web content, marketing and advertising, and defining success.

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