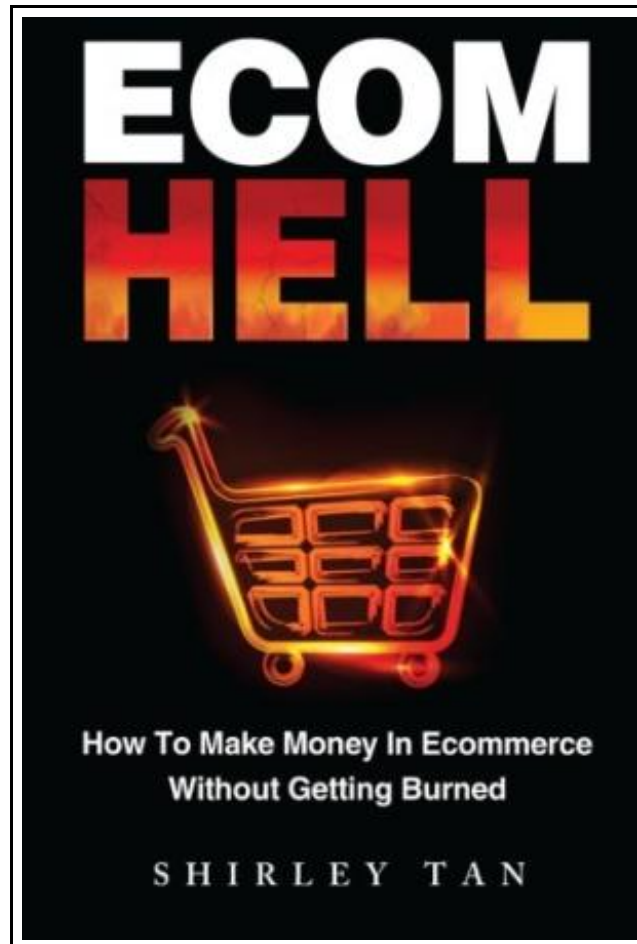


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Ecom Hell, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.About the Book: Foreword by Bryan Eisenberg In Ecom Hell, Shirley Tan wants to share what she learned in ecommerce to make sure you can avoid getting burned! Shirley Tan started her ecommerce business on a shoe string budget and sold it to a NASDAQ traded corporation. How? She developed systems and efficiencies that made her business hugely profitable and a prime acquisition target. She shares the lessons she learned in this book Ecom Hell is aimed at entrepreneurs building ecommerce business, adventurers who are considering an ecommerce adventure, technically savvy executives who want to get an insiders guide, information technology professionals who want to benchmark their ecommerce business practice and anyone who has an interest in getting a good grasp of what really goes on in an e-commerce business. The book is filled with tips and checklists on what it really takes to start, run and grow your business and it ll soon become a go-to guide for managers and staff! Here is some of what you ll get from Ecom Hell: Identifies what areas in ecommerce you should FOCUS on so you maximize your revenues and growth. The 7 category metrics that drive EVERY ecommerce business and how to measure them so you win. The 10 BIG mistakes most ecommerce entrepreneur makes and how to avoid them so you can improve your chances of success in ecommerce. Easy steps to picking niche markets like winning racehorses so you know the winners from the dogs. Detailed check list on what to look for in an ecommerce platform. 11 tips on how you can increase your website conversions. Are you flirting with the idea of your own...



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