



Business-To-Business Internet Marketing: Seven Proven Strategies for Increasing Profits Through Internet Direct Marketing

Barry Silverstein

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Business-To-Business Internet Marketing, Second Edition Seven Proven Strategies for Increasing Profits through Internet Direct Marketing

This book shows you how to effectively apply proven direct marketing principles to the new world of Business-to-Business Internet marketing - today's fastest growing segment of online commerce. This practical yet forward-thinking blueprint for success is packed with examples and real-world advice. You'll learn step by step seven proven strategies for increasing profits by direct marketing to businesses over the Internet. This new Second Edition has been updated to include the very latest techniques backed up by case studies and example web sites. Included with the book is your personal password necessary for accessing the companion Web site which provides up-to-the-minute Internet marketing news, expanded information, and other helpful online marketing resources. This book/Web site combination is unbeatable!

This book will help you: * Get your share of the multi-billion dollars in direct sales conducted online * Increase your profits through better lead generation/qualification * Avoid costly false starts and wasted time * Learn from others who are succeeding online * Stay current with the latest trends through the "members only" companion web site

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