



Selling Online: How to Become a Successful E-Commerce Merchant

Jim Carroll, Rick Broadhead

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Whether your organization is large or small, *Selling Online* is a perfect resource for any employee or entrepreneur interested in building a successful, profitable, and sustainable online retail business.

In *Selling Online*, Carroll and Broadhead discuss what makes an online business fail or triumph. From the nuts and bolts of how to build a site to an in depth look at merchant accounts, a systematic business plan walks you through the complex issues of doing business over the Internet.



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