Web Sites Built to Last: Lessons from Leading Sites for Surviving and Prospering on Th Internet

Marc Kramer

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Just like in any other kind of business, enduring e-business success requires a cool head and a sound, reasoned approach with a strong business model. And who better to offer guidance on the special requirements for survival on the Web than those who have weathered the storms of the recent past?

Web Sites Built to Last offers an insider's guide to building an e-commerce business from start to finish, beginning with what works in a business plan and a Web site plan, and taking the reader all the way to implementing strategies for long-term success.

Marc Kramer has interviewed successful businesspeople from these industries: retail gifts, financial services, human resource service sites, entertainment, B2B market sites, business services/products, and government commerce.

This book proves conclusively that selling and servicing clients over the Internet has more potential for profit than ever. Americans are staying closer to home and shopping online more and more every day -- and Web Sites Built to Last shows how to tap into that market without being tapped out of funds.

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