



Essential Business Tactics for the Net, 2nd Edition

Eileen Shulock, Larry Chase

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How to exploit the Web's full potential for cutting costs and increasing profits in large and small businesses This new edition of Internet-marketing guru Larry Chase's bestselling guide is packed with practical information for businesses of all sizes on how to use the Internet to slash operating costs and increase revenue. Readers learn how to save on everything from printing and shipping to travel and employee recruitment. They get useful tips on how to use the Web to test new products, services, and concepts while increasing customer loyalty, along with cutting-edge techniques for mining valuable information about competitors, current customers, and future prospects. Readers will also learn up-to-the-minute Web strategies for building brand identity, zeroing in on target audiences, B2B strategies, and devising and implementing direct marketing and sales support services.



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