



How to Turn Dotcom Into Dotcash: Learn the Secrets of Web Success from Those Who Know Them Firsthand

By Graham Fysh

Lifetime Creations, United States, 2011. Paperback. Book Condition: New. Gavin Fysh (illustrator). 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This book tells you how you and your company can compete in the increasingly competitive world of the Internet. Based on interviews with leading players and consultants in the field, it tells you what works on the Web and what does not work. It outlines the philosophical approaches that mean the difference between success and failure. And it introduces you to those who have been successful and tells you how they got there. Most of the companies outlined remain major Web players today since the book was first published in 1999. What they did then to build successful web sites has stood the test of time. Learn from their wisdom.



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