



Farce to Force: Building Profitable E-Commerce Strategies

Sarah McCue

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Though it's a powerful driving force for commerce, early misuse and misapplication of business principles can lead to bad business practices - as well as perceptions that the Internet is not a viable sales channel. Farce to Force sets the record straight. Written by an author extremely well versed in the dynamics of e-business, this timely, insightful book takes the reader step-by-step through the process of choosing the right e-commerce strategy and building a plan to achieve success. It is packed with helpful templates and powerful techniques to implement effective strategy, as well as examples of successful e-commerce marketing techniques and additional resources to build programs.

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