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E-Business Success: Using Technology to Take Your Business to the Next Level (Paperback)

By K L Graham

Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.E-business Success: Using Technology to Take Your Business to the Next Level is a useful resource guide to help the owners and decision makers of small and medium sized businesses utilize technology more effectively to enhance or improve their businesses. Some of the topics covered are: Making a profitable web site that works 24/7 Effective use of mobile web sites Streamlining business processes Search Engine Optimization Utilizing e-marketing strategies and social networking to promote your business Delegating responsibility Attaining a paperless office You will also find chapters with helpful tips on business ethics and achieving a workable family-business balance. This book will help you put effective e-business processes and techniques in place or reevaluate your existing processes to take your business to the next level of success.



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