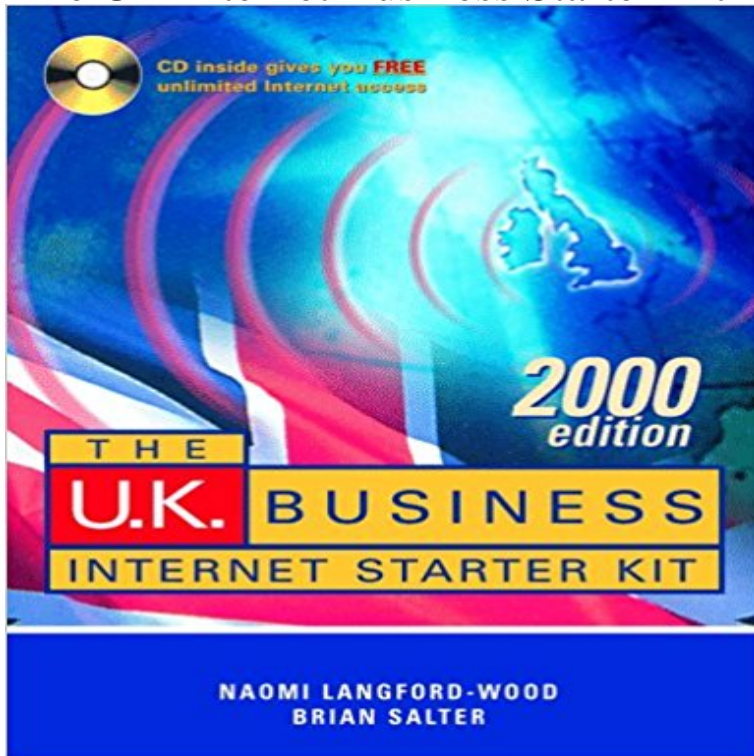


The UK Internet Business Starter Kit



Make the Internet work for your business! All you need is a PC and a modem - The UK Business Internet Starter Kit gives you the rest. A no-nonsense, practical guide for anyone wanting to use the power of the Internet to boost their business performance. Aimed particularly at UK microbusinesses and SMEs, this book not only tells you what to do, it gives you the tools to get started - professional advice, free Internet access, and a wealth of handy software applications. Whether you're a complete Internet novice or if your company is already online, The UK Business Internet Starter Kit is an essential companion: All the basics - choose the best route on to the Internet for your business Why you need the Internet - an in-depth guide to the business opportunities available Online security - all you need to know Good and bad business practice on the web - learn from successful (and unsuccessful) examples A web site for your own business - conception, construction, marketing and development Build your own online store - and save money with our exclusive deal with Shopcreator software Tips and tricks throughout - common problems tackled in plain English Unlike other media hypes, something bizarre happened to the Internet- it did not go away. Millions of people are using and this number continues to grow everyday. Something else also happened to the Internet - it stopped being a fad and became an invaluable business tool. The UK Business Internet Starter Kit introduces the basics of the Internet and then quickly moves on to the business opportunities. It provides the reader with a quick overview, and a discussion of the business uses of the web. It features the techniques, processes and potential of producing a web site, shows how to attract customers and how to transfer money. It also introduces the concept of Email communication, useful information sites and issues surrounding

security. In addition to free Internet access, the CD-ROM contains access to the FT.COM site and \$1000 worth of free downloads. It also contains simple web page creation software and hotlinks to sites discussed in the book. FT.COM Like the UK Internet Starter Kit this title contains a free password allowing \$1000 dollars of free downloads from FT.COM. The site contains a wealth of information in addition to a massive archive. This contains over 5 million articles from over 3000 publications from around the world. This site is a major resource tool, and the password can save the reader both time and money.

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The UK Internet Business Starter Kit, Brian Salter Naomi Langford A Mary Kay business provides tools to success, including a value-packed starter kit, online tools, mobile applications, print materials and personal assistance.

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