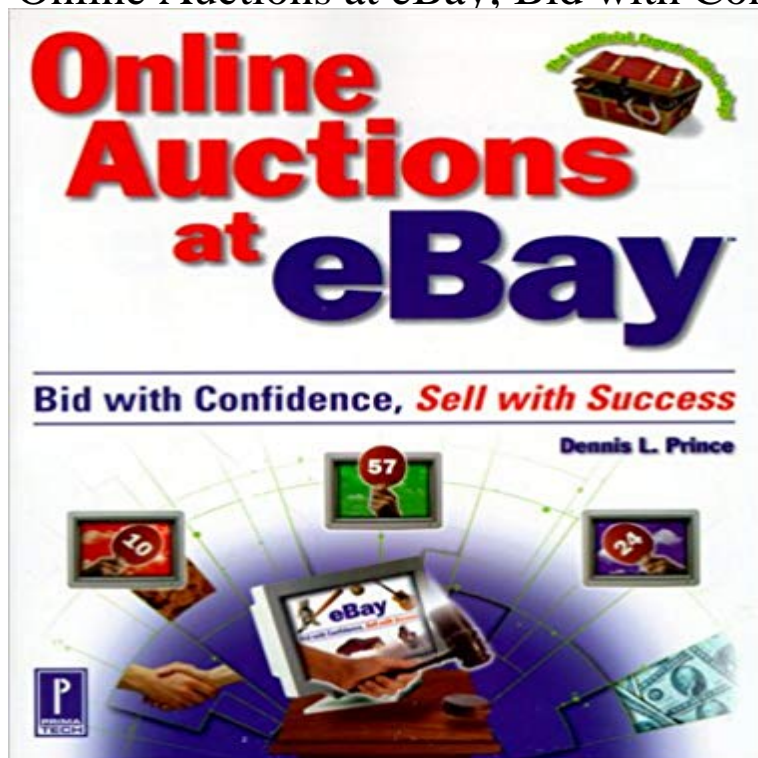


Online Auctions at eBay, Bid with Confidence, Sell with Success



Bid with Confidence is designed to familiarize Internet users with the phenomenally successful online auctions. Defined as the worlds leading person-to-person online trading community, eBay has soared above all others to become the single most successful online auction and the third most visited Web site. Millions of Internet users are flocking to the site to buy and sell, but many lack the knowledge, experience, and savvy to participate in auctions or conduct their own auctions with confidence. This book introduces you to eBay and its features, including how to find items within eBays extensive listings, how to research items and place bids, and how to employ techniques that increase success in winning the auction. You will learn how to create your own auction listings, from simple text to more creative and eye-catching HTML designs. You will also discover the best methods to track an auction, finalize deals, send or receive payment, and exchange merchandise. Plus youll learn tips about good customer service, electronic etiquette, fair methods, and how to build trust in cyberspace. With this essential eBay guide, you will quickly learn how to achieve the most successful and enjoyable online auction experience.

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