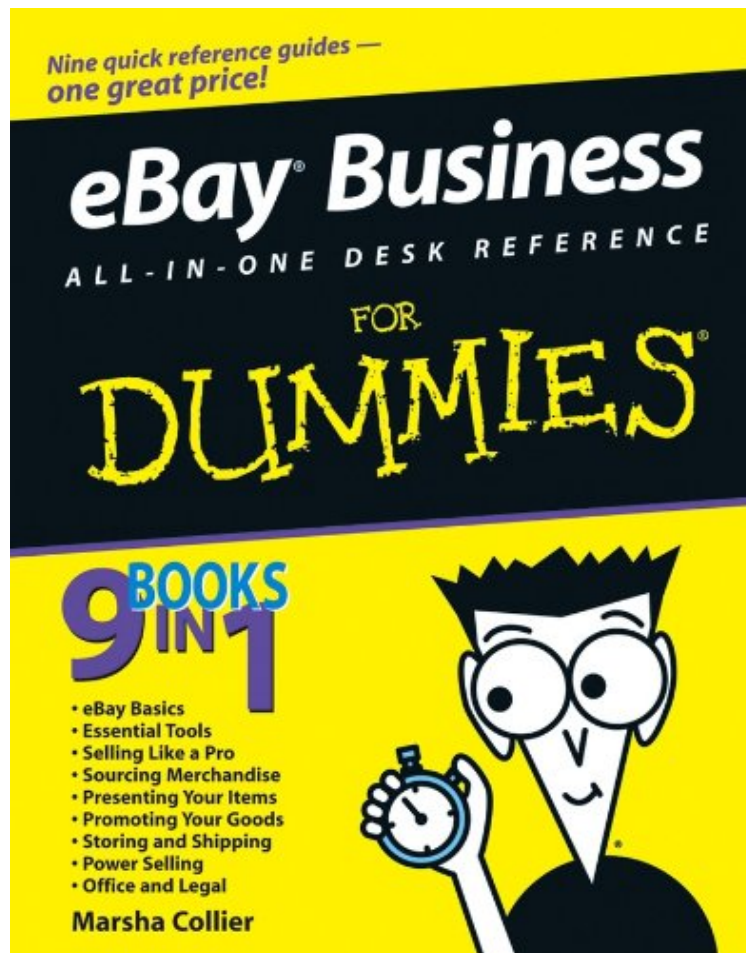


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## eBay Business All-in-One Desk Reference For Dummies (For Dummies (Computers))

Marsha Collier

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**Marsha Collier : eBay Business All-in-One Desk Reference For Dummies (For Dummies (Computers))** before purchasing it in order to gauge whether or not it would be worth my time, and all praised eBay Business All-in-One Desk Reference For Dummies (For Dummies (Computers)):

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Bestselling author Marsha Collier presents readers with an all-new guide that goes beyond all previous eBay business

books, offering one-stop guidance on eBay techniques as well as entrepreneurial fundamentals. She provides in-depth coverage on the most critical eBay topics, including merchandise sourcing, marketing, advertising, and customer service. The minibooks that make up the guide cover eBay registration, navigation, and buying; getting ready to sell; digital photography and scanning for sales pages; eBay selling and marketing; getting legal and licensed; using auction management software; setting up an office (PCs, Internet, networking, and shipping); and PayPal. \* Marsha Collier's eBay books have sold hundreds of thousands of copies and her Starting an eBay Business For Dummies is currently the bestselling eBay reference on the market \* This one-stop reference examines not only eBay techniques and issues, but also the basic business strategies that people need to run any successful venture

From the Back CoverA fully updated eBay business primer from Marsha Collier, renowned eBay business expert! Whether you're thinking about starting an eBay business or are already up and running, this step-by-step guide will lead you down the smart path to making a regular income on eBay. With solid tips from the bestselling eBay expert, this reference helps you get your eBay business off the ground and manage the basics of listing items, completing transactions, and keeping your buyers happy. Learn the nuts and bolts — discover how you can set up your business, find and manage inventory, and run your business like a pro Equip yourself with the tools that count — make the most of eBay's search engine, online sources of information, the PayPal system, and eBay's management tools Start selling like a whiz — learn valuable strategies for managing and maximizing sales Source your merchandise effortlessly — learn the ins and outs of online retailing and what it takes to buy and sell online with ease Get the word out — find out how to set up the optimal eBay photo studio and develop and market your eBay Web site Be the power seller you were born to be — from opening your eBay store to the nitty-gritty office set up, get your business up and running Open the book and find: How to navigate through eBay's buyer and seller tools Tips on effectively using your My eBay page Insider advice on creating listings that win bids Sources for the merchandise that sells profitably on eBay How top sellers use photos and HTML to improve their sales Ideas for promoting your business both on eBay and off Worry-free shipping strategies Painless guidance on keeping your business legal About the AuthorMarsha Collier is a highly respected eBay expert as well as the best-selling author on all things eBay. Her books, including top sellers eBay For Dummies and Starting an eBay Business For Dummies, have sold over a million copies. She is also a highly experienced eBay seller who was one of the first eBay PowerSellers.