



The Ultimate Guide to Electronic Marketing for Small Business: Low-Cost/High Return Tools and Techniques that Really Work

Tom Antion

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Effective, affordable, low-risk online marketing techniques for small business owners

Most small businesses are not taking advantage of the powerful and inexpensive Internet-based marketing tools and techniques that are available to them. These tools and techniques can mean the difference between a viable business and closing up shop. But most of what small business owners hear or read about the Internet applies to large businesses with greater resources than their own, or comes from unreliable or shady sources. The Ultimate Guide to Electronic Marketing for Small Business gives the small business owner or aspiring entrepreneur the real-world tools and tactics to market their small business around the world with little investment and even less risk. Full of practical ideas on reaching new customers and increasing sales, this book will make a real difference in the success rate of small businesses and start-ups everywhere.

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