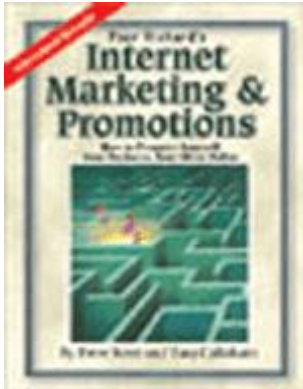




## Internet Marketing And Promotions



**Author:** Peter Kent And Tara Calishain

**Format:** Paperback

**ISBN:** 8178060302

**Code:** 9268A

**Pages:** 371

**Price:** Rs. 225.00 US\$ 9.00

**Publisher:** Unicorn Books

Usually ships within 15 days

Business through Internet may be in infancy, but soon it is going to hit big time.

Smart movers can always plan ahead, and get the early-bird advantages. With this book, you will discover hundreds of low-cost, proven methods for getting attention online such as:

- \*Using low-cost press releases to reach hundreds of journalists.
- \*Giving away products at other Web sites.
- \*Preparing your Web site for successful search-engine registration.
- \*Using associate programs to multiply your Internet sales presence.
- \*Employing online discussion groups as a promotional tool.
- \*Using awards to bring people to your site.
- \*Using newsletters--your own and those of other people--to promote your site.

### About Unicorn Books

**Unicorn Books** publishes an extensive range of books that are both affordable and high-quality.