



**Summary: How to Make a Fortune on the Information Superhighway - Laurence Canter and Martha Siegel: Everyone's Guerrilla Guide to Marketing on the Internet**

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**Complete summary of Laurence Canter and Martha Siegel's book: "How to Make A Fortune on the Information Superhighway: Everyone's Guerrilla Guide to Marketing on the Internet".**

This summary of the ideas from Laurence Canter and Martha Siegel's book "How to Make A Fortune on the Information Superhighway" shows that internet marketing is now essential, as most successful businesses understand that the internet is where people spend time, therefore companies must integrate themselves into the community. However it's remarkable how some businesses still fall into traps that are easily avoidable. The authors point out that interactive marketing is far more effective online than simply advertising, because companies can set up an efficient feedback loop whereby they not only sell products but improve products at the same time. This summary takes the reader through some very simple techniques – such as the best way to set up a mailing list – for creating multimedia advertising strategies.

#### **Added-value of this summary:**

- Save time
- Understand the key concepts
- Increase your business knowledge

**To learn more, read "How to Make a Fortune on the Information Superhighway" and discover the road towards a coherent, profitable online marketing strategy.**

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