



# **eBay Business All-in-One Desk Reference For Dummies (For Dummies (Business & Personal Finance))**

*Marsha Collier*

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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

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