

## Plan a New Website in 90 Minutes



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*(Scarlett Stracke)*

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Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Plan a New Website in 90 Minutes, Crescentia Cook, This is another in the 'in Ninety Minutes' series, which offers the reader a comprehensive but easily readable and easily digestible text covering a specific topic in an hour and a half of study. Here at last is a jargon-free, practical guide for the "non-techy" business manager who is thinking about creating a business website. It explains the various potential benefits for small businesses of having a website, and explains the way in which the website should be planned in order to achieve these benefits. Areas covered include: planning the content of the website; securing the right hosting environment; design and appearance of the website; interactive options; e-commerce payment and delivery systems; monitoring traffic to the website; and organising administration of the site. This concise guide tells you everything you need to know to get your business onto the Net.



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