The Complete E-Commerce Book:Design, Build & Maintain a Successful Web-based Business

By Janice Reynolds

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E-commerce is expanding daily as entrepreneurs find new ways to sell and distribute innovative products and services electronically. Having a successful online business requires a well-coordinated plan that takes into account a wide array of elements, including design competency, programming abilities (transactional and database), server configuration, public relations, and sales and marketing abilities.Experts Janice Reynolds and Roya Mofazali cover all these aspects and more in The Complete E-Commerce Guide. They offer practical strategies for helping readers build a Web site with its own unique qualities that will attract visitors and turn them into customers. Included are select comparisons of the many kinds of software needed by e-commerce businesses today, along with sensible advice on implementation and the nuts-and-bolts, day-to-day challenges of running a successful Web company.

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Editorial Review

About the Author
Janice Reynolds formed Janrey Consulting in 1995 to provide technology, marketing, advertising and public relations consulting to information technology and Internet/intranet clients. In addition to her work at Janrey, Reynolds has been a leading player in several Internet startups, including wipnet.com, globalgarage.com and Town24.com. She also provides expert advice to budding entrepreneurs as the E-commerce Expert on allbusiness.com. Reynolds' publishing experience includes serving as a roving editor and writer for CMP publications; editing books on the Internet, networking, telecommunications and telephony including "The Computer Telephony Encyclopedia" and writing "Logistics and Fulfillment for E-Business".

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