

<<eBay 销售指南 eBay Listi>>

图书基本信息

书名：<<eBay 销售指南 eBay Listings That Sell For Dummies>>

13位ISBN编号：9780471789123

10位ISBN编号：0471789127

出版时间：2006-04-10

出版时间：For Dummies

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页数：316

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内容概要

So you know your way around eBay, but you're not getting the highest bids for your items? Maybe your listings need a makeover! Here are all the techie secrets for taking better merchandise photos, writing hot copy and formatting it in HTML, "branding" your eBay store, making your listings look great on anybody's browser, and a whole lot more. 作者简介： Marsha Collier spends most of her time on things related to eBay. She ' s a charter member eBay PowerSeller, as well as one of the original instructors for eBay University. As a columnist, an author of four best-selling books on eBay, a television and radio expert, and a lecturer, she shares her knowledge of eBay with millions of online shoppers. Thousands of eBay fans also visit her Web site, www.coolebaytools.com, to get Marsha ' s latest insights on e-commerce. Out of college, Marsha worked in fashion advertising for the Miami Herald and then as special-projects manager for the Los Angeles Daily News. She also founded a home-based advertising and marketing business. Her successful business, the Collier Company, Inc., was featured by Entrepreneur magazine in 1986, and in 1990, Marsha ' s company received the Small Business of the Year award from her California State Assemblyman and the Northridge Chamber of Commerce. Bargains drew Marsha to eBay in 1996, but profitable sales keep her busy on the site now. Marsha applies her business acumen and photography skills to her eBay business — and in this book, she shares her knowledge about what makes good, profit-promoting listings on eBay.

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