

Librería
Bonilla y Asociados
desde 1950



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How to Use the Internet To: Advertise, Promote and Market Your Business Or Web Site_with Little or No Money is an informative guide explaining the mechanics, benefits, pitfalls and successes of developing web-sites that can bring success to your business or internet endeavor by following the advice and consultation that the author provides. This book is informative, encouraging and easy to read. It's full of direct statements and examples of what you need to do in deploying the information you need for a successful internet presence. The author doesn't "talk down" to the reader like most computer authors or writers do, which is a plus. Brown is knowledgeable and he writes his paragraphs with brief, concise statements at a level that anyone can understand. He explains theories and applications behind his writings which by using simple statements are easy to comprehend. Brown incorporates definitions in his paragraphs which assist in explaining concepts "on the fly" for the reader. An internet novice or intermediate entrepreneur who wants to understand the mechanics of the internet should purchase this book. It's a great instruction manual and guide for the way that you should approach concepts for your internet business.