

Online Shopping Through Consumers Eyes

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The book is based on 107 questions posed to "average Joe/Jane" online consumers. The topics covered range from general online advertising and B2C marketing questions, to Website usability and modern day online consumer behavior. The research is intended for online marketers working in various fields: from affiliate marketing and analytics to SEO and Web design. It is the author's hope that the readers will find this study of practical use.

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