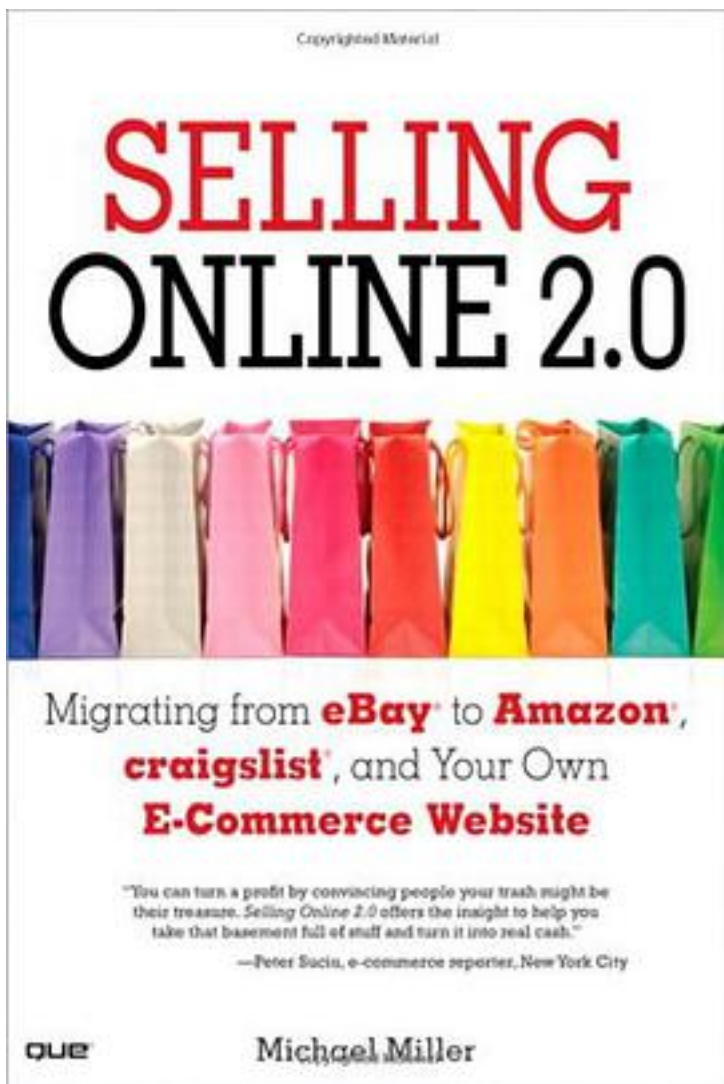


Selling Online 2.0



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REMEMBER WHEN eBay USED TO BE A GREAT PLACE FOR SMALL SELLERS TO BECOME BIG SELLERS? Unfortunately, recent changes at eBay have made online auctions less reliable and profitable. So where can you sell when you can't sell on eBay? Online auctions are the past; fixed-price selling is the future. It's time to move beyond eBay and first-generation online selling and start Selling Online 2.0. Second generation online selling means migrating from eBay to other online marketplaces, including craigslist, Amazon, and your own e-commerce website. You'll need to make some new plans, learn some new skills, and change some of the things you do--but you'll find that there's more money to be made on your own than relying on traditional eBay online auction sales. * Put together a plan to maintain your sales level and profitability--to counteract eBay's changes* Discover how to shift from auction sales to fixed-priced listings on the eBay marketplace* Find out if running an eBay Store or selling on Half.com makes sense for your business* Learn out how to sell locally on craigslist and other online classifieds sites* Discover how to sell fixed-price merchandise on the Amazon marketplace* Find out how to launch your own e-commerce website--and promote your online store* Learn how to sell products across multiple channels--and manage multichannel conflicts

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