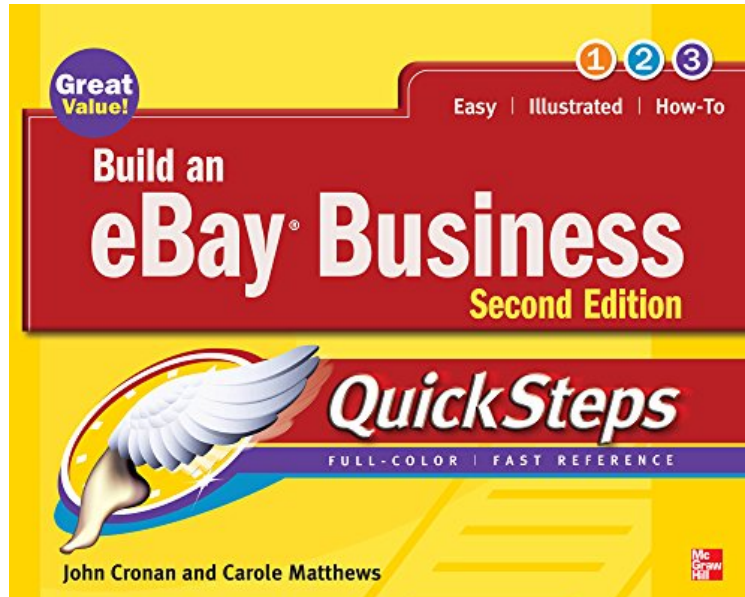


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Build an eBay Business QuickSteps

Carole Matthews, John Cronan

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Carole Matthews, John Cronan : Build an eBay Business QuickSteps before purchasing it in order to gage whether or not it would be worth my time, and all praised Build an eBay Business QuickSteps:

0 of 0 people found the following review helpful. Playfully useful for a BeginnerBy John WThere's not much to say about this book. I personally liked some of the ideas that where cast in it, but over all the book is outdated and just needs to be taken down. Many of the policies as well as ideas have been hashed out so much by others after this book was written that when you actually try to us it the market is too flooded, and there isn't much room for profit.The pros: it helps when getting started with ebay. It's a good way to get you to start exploring parts of the site that most people don't really know about. Also helps with some of the features that you can look up to see what has already been sold, for how much, and how long ago it was sold at that price. This book is for the true beginner who just doesn't have time to read that massive "book for dummies".Cons: almost everything in this book is outdated. Yes some of the resources are still useful, but over all your basically paying for maybe 1/3 of the book. The rest of it is no longer usefully. Especially since ebay updates all the time.0 of 0 people found the following review helpful. Five StarsBy Dusty Lewisgreat book4 of 4 people found the following review helpful. A Disappointment at bestBy Susan KilpatrickEven the Crayola-bright illustrations aren't enough to redeem this book. In fact, the Crayola colors used should have been a clue to me that what's inside is far from geared towards getting "your eBay business started right away..."In this 2009 Second Edition, one would hope for current information. Not so. As an example, this book touts Registered eBay Drop Off Locations (REDOL). While it's true, there are some REDOLS left, most fell by the wayside by 2007. The overhead of a REDOL is simply too expensive to have been a viable option.The greatest problem with this manual is it's lack of meaningful, meaty help. Simply, the manual points you in the general direction of websites. And, unfortunately, several of the links touted are broken.I'd hoped for more. Instead, I purchased a manual that's directed towards an individual who reads at an elementary school level. I purchased a manual with no solid "how to."I give this manual 1 star. The manual is a nice size.

Step-by-Step, Full-Color Graphics! Get your eBay business started right away--the QuickSteps way. Color screenshots and clear instructions show you how to establish and run a profitable eBay business in no time. Follow along and learn how to create a business plan, build inventory, set up processing centers, create appealing listings, set up an eBay store, and market your business. You'll also find out how to become an eBay Trading Assistant, use eBay sales outlets, and even raise money for your nonprofit on eBay. Use these handy guideposts: Shortcuts for accomplishing common tasks Need-to-know facts in concise narrative Helpful reminders or alternate ways of doing things Bonus information related to the topic being covered Errors and pitfalls to avoid

From the Back Cover Learn instantly from step-by-step graphics!. We know a picture is worth a thousand words--so we went heavy on pictures and light on words in this easy-to-use guide. Color screenshots and brief instructions show you how to set up and run a profitable eBay business in no time. Follow along and learn to develop a business plan, build inventory, create great listings, manage successful sales, handle customer service, set up an eBay store, and so much more. Each chapters How to list and color-coded tabs make it easy to flip straight to the tasks you need to do. Get the book that helps you get your eBay business up and running right away.. In each chapter: . . Shortcuts for accomplishing common tasks. Need-to-know facts in concise narrative. Helpful reminders or alternate ways of doing things . Bonus information related to the topic being covered. Errors and pitfalls to avoid. . . Screenshots with callouts show and explain exactly what you'll see on your computer screen while you're doing a task. . John Cronan has been an eBay user since 1999 and has been working with computers for more than 25 years. His books include eBay QuickSteps, Microsoft Office Excel 2003 QuickSteps, Microsoft Office Access 2003 QuickSteps, and Adobe Acrobat 7 QuickSteps. . Carole Matthews is an entrepreneur, business owner, and best-selling author. She has written or contributed to nearly 50 books, including eBay QuickSteps, Photoshop CS2 QuickSteps, Photoshop Elements 3 QuickSteps, and Microsoft Office PowerPoint 2003 QuickSteps.. .About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide