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The Official alibaba.com Success Guide: Insider Tips and Strategies for Sourcing Products from the World's Largest B2B Marketplace (Hardback)

By Brad Schepp, Debra Schepp

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 229 x 155 mm. Language: English . Brand New Book. The official guide to making a bundle buying and selling through , the world's largest online B2B marketplace is the world's leading global business-to-business online marketplace. People around the world use it every day to import and export products for big profits. But newcomers are often overwhelmed by the sheer number of products and the quantity of information available. The Official Success Guide shows you how to ramp up your business or build an entirely new business, using the brand and web site as your supplier. This practical guide provides simple answers for complex questions, from navigating the site, to finding products at the right price, to branding, and much more. Plus, the book includes best practices for importing, locating and vetting suppliers, and protecting yourself against online fraud. * An answer-packed guide for all your questions about doing business through * Officially licensed and supported by , this is the only guide you need * Includes inspirational profiles of people who have used successfully to launch new businesses or revive old ones * The first...



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