



How to Sell Anything on Yahoo!...And Make a Fortune!: Build and Run a Successful Online Business with Yahoo!® Shopping

Skip McGrath

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The book that puts online sellers in touch with Yahoo!'s 237 million users

Yahoo! is the third most active shopping site on the Internet and this hands-on guide makes it easy for anyone to start selling on Yahoo! in no time. *How to Sell Anything on Yahoo! . . . And Make a Fortune!* explains:

- What it takes to set up a Yahoo! Store that's popular and profitable
- How to take advantage of Yahoo! Web hosting, sponsored searches, and affiliate programs
- Registration of domain names and how to use Yahoo!'s business mail services

If you are an entrepreneur or small business owner looking to make Yahoo! part of your online retail strategy, you need this book.

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