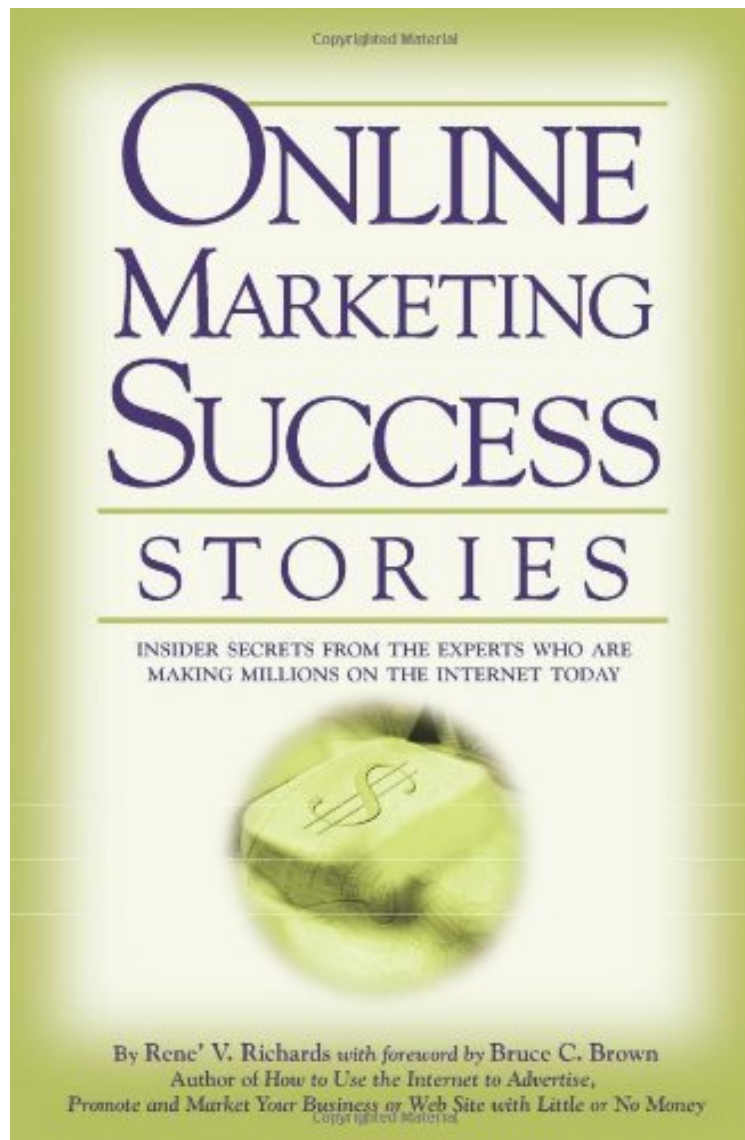


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Online Marketing Success Stories: Insider Secrets, from the Experts Who Are Making Millions on the Internet Today

Rene V Richards

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17 of 18 people found the following review helpful. Almost Every Five-Star Review is Bogus
By Compay
Let me preface this review by pointing out that six of the seven reviewers that gave this book five stars have something in common: They only review books from Atlantic Publishing, and each reviewer rates the exact same books five stars each. Take that for what it's worth, now on to my review. If you're in the market for a book that will inspire you as a business owner, then this is what you're looking for. But if you're expecting a book that will offer real insight on techniques to improve your business, this book will disappoint. There are two main issues with the success stories contained within this book. The first is that the majority of stories are from the owners of very obscure websites. One reviewer seems to suggest that the stories read more like ads than anything, and he does seem to have a valid point. The second major issue is that most of the success stories seem to involve sites that generated significant revenue from the late 1990's to about 2002. If the companies mentioned in a 2006 book were so successful, it seems odd that many of those sites are no longer online in 2009. Furthermore, tips on what worked for an e-commerce website back in 2001 aren't particularly useful for an online storefront developed in 2010. This ties in to the fact that the chapter on website development is extremely brief, and would offer no real search engine optimization help even to online marketing newbies. At an absolute best, you might pick up a handful of useful ideas from some of the stories shared by business owners. Most of their suggestions are vague, and often don't involve techniques that someone can replicate. Rather than try to absorb dozens of different ideas from dozens of site owners, it seems more practical to purchase a book where a single author offers techniques that worked for his or her own clients. The stories in this book make for interesting reading, but ultimately they won't offer sound techniques for online marketing in this day and age.
0 of 0 people found the following review helpful. editorial review compromised
By Alex ZI had written a negative review for this book last year but soon afterwards it disappeared and I'm sure it's not the first because this book has way too good a rating, read the only two negative ones and you'll see there is something very fishy here. My review was very harsh but it was not in bad taste, bad words etc so it's absolutely unconscionable that you'll caved in to the author or publisher and deleted my review. I now on any blog I go concerning books state how compromised reviews are
0 of 1 people found the following review helpful. It's been a long time since I read it but...
By Daniel Hall There were a lot of great success stories that inspired me and made me realize that anyone could make it big on the internet even today.

Online Marketing Success Stories Insider Secrets, from the Experts who are Making Millions on the Internet Today, will give you real life examples of how successful businesses market their products online. The information is so useful you can read a page and put the idea into action today! Standing out in the turmoil of today's internet marketplace is a major challenge. There are many books and courses on internet marketing; this is the only book that will provide you with insider secrets. The reason we asked the marketing experts who make their living on the internet every day and they talked! With e-commerce reaching over \$40 billion and online businesses anticipated to increase by 500 percent, your business needs guidance from today's successful internet marketing veterans. Learn the most efficient ways to bring consumers to your site, get visitors to purchase, how to up sell, oversights to stay away from, and how to steer clear of years of disappointment. We spent thousands of hours interviewing, e-mailing, and communicating with hundreds of today's most successful e-commerce marketers. This book is a compilation of their secrets, and proven successful ideas. If you are interested in learning hundreds of hints, tricks and secrets on how to make money or more money with your Web site than this book is for you. Instruction is great, but advice from experts is something else, and the experts chronicled in this book are earning millions. This new exhaustively researched book will provide you with a jam-packed assortment of innovative ideas you can put to use today. This book gives you the proven strategies, innovative ideas, and actual case studies to help you sell more with less time and effort. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author
Rene Richards is a published author and writer of business and finance articles for readers across educational and entrepreneurial boundaries. She and her family live in rural Alabama where she is a practicing accountant and financial services advisor.