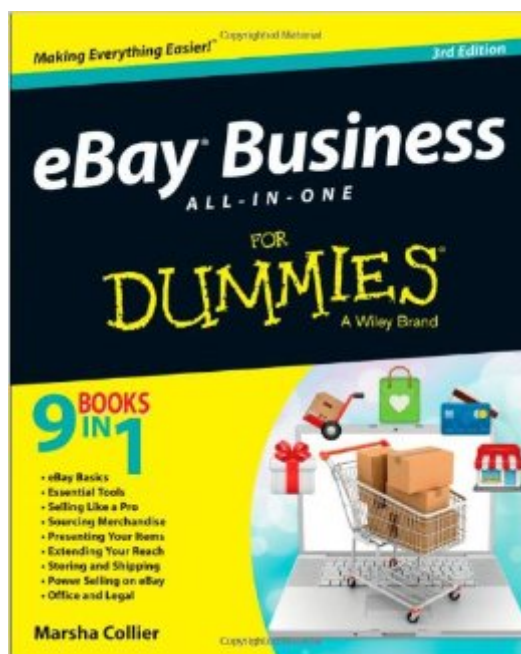


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EBay Business All-in-One For Dummies



Synopsis

Everything you need to know to start and run a successful eBay business eBay now has 100 million active users and just keeps growing. And they have turned to For Dummies books and bestselling eBay author Marsha Collier to help guide them through buying and selling on eBay for over a decade. This nine-books-in-one guide has now been updated to cover all the newest eBay seller tools, new techniques to drive sales, new ways to enhance an eBay business using social media, and more. Marsha Collier covers the basics, essential tools, professional selling tips, where to find merchandise, how to showcase and promote your stuff, storage and shipping, advice for Power Sellers, and legal/office issues. A complete update of the bestselling eBay business guide Covers getting the necessary eBay selling tools, how to do product research and set up payment systems, and tips on setting prices, creating good listings, and organizing sales Helps you find things to sell at prices that will make a profit, create listings that get attention, take great merchandise photos, and promote your items on social media sites Offers advice on providing customer service, safely storing and shipping your merchandise, and handling necessary bookkeeping and tax chores Includes how to analyze data and establish the needed resources to become a Power Seller eBay Business All-in-One For Dummies, 3rd Edition is the soup-to-nuts guide for running a successful eBay business.

Book Information

Paperback: 840 pages

Publisher: For Dummies; 3 edition (August 5, 2013)

Language: English

ISBN-10: 1118401662

ISBN-13: 978-1118401668

Product Dimensions: 7.3 x 1.6 x 9.2 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (88 customer reviews)

Best Sellers Rank: #33,403 in Books (See Top 100 in Books) #5 in Books > Computers & Technology > Internet & Social Media > eBay #5 in Books > Computers & Technology > Internet & Social Media > E-Commerce #28 in Books > Business & Money > Industries > Retailing

Customer Reviews

eBay Business All In One for Dummies by Marsha Collier is not the kind of book you sit in an easy chair and read through. It is the ultimate reference book that you keep by your computer. It is set up

in 9 sections that cover everything from how to get started, source product, shipping, customer service, to selling like a pro. Marsha has even listed every state Sales Tax resource URL. Marsha goes into meticulous detail in each section to show step-by-step information that is critical to eBay sellers. It is a 'gotta have' book for finding what you need to conduct successful business on eBay.

I am so happy to see Marsha come out with this book. She is such an excellent author with many books so I'm always trying to decide which one to recommend for which student. NOW the all-in-one is here. Fantastic! I love the book even though it's so huge, LOL. I think all eBay sellers and especially eBay teachers, should have this handy. It covers it ALL from setting up the account, to finding the stuff to sell, onward to making sure you are legally set up as a business and paying all the taxes you should. Fantastic reference book. Here's a sincere 'Thank You' to Marsha for putting it all in one place!

The new third edition of Marsha Collier's eBay Business All-in-One for Dummies is a tour de force of eBay wisdom and entrepreneurial savvy. The cover calls it "9 BOOKS IN 1", and that's an understatement. eBay Business All-in-One for Dummies is the single key reference you need to have at your fingertips, whether you're just starting out or are already a seasoned eBay seller. I thought I knew eBay selling inside and out, but I learned a lot! There is literally no area of running a successful business on eBay that has escaped this bestselling author's attention, starting with the absolute basics and proceeding to the fine points of being a PowerSeller and/or Top-Rated Seller and eBay store owner: From customer service to legalities and listing to pricing strategies and product sourcing to photographing and shipping to third-party tools and applications, Ms. Collier covers it all in highly readable style. She even explains how to take advantage of participation in the eBay community. Screen shots and diagrams make the nuts and bolts of eBay logistics abundantly clear, while highlighted tips call your attention to best practices. In eBay Business All-in-One for Dummies, Marsha Collier -- herself a highly successful eBay seller of many years' standing -- shares the impressive depth and breadth of her firsthand expertise in personable and easy-to-understand prose. This is the one book no eBay seller should be without!

This book includes essential information for individuals who want an in-depth, detailed discussion of the most important components of selling on eBay. As the author aptly states, it is literally "9 books in 1". The graphics and overall organization of the book/s are excellent. The author's wide breadth of knowledge that resulted from years of experience selling on eBay and her status of "Top Rated

Plus Seller" is in evidence throughout the book. I've reviewed a number of books on the subject, and this is clearly the best!

The author is very knowledgeable about the subject of eBay. There are a lot of great tips, advice, and links to make your eBay business a success. If you want to start or already have an eBay business I recommend you buy this book.

Marsha Collier does a great job of presenting the complex world of eBay by serving up nine potent bite-sized lessons in the form of 9 mini books. Anyone seriously considering opening an eBay store would be wise to thoroughly study this definitive up-to-date eBay "Bible". (Submitted by a very critical person who rarely awards 5 star ratings)

I am book collector, avid reader and i also am a book seller on eBay. I kept buying all sorts of books on how to improve my sales and business on eBay.Nothing worked, until i found this book .EBay for Dummies 9 books in 1 . I read the entire book , but my eBay has improved like i never dreamed it would. My book sales have skyrocketed.I had to actually purchase a printer to print my own shipping labels ,so i can save moneyon shipping.This book is the answer to all your questions about improving your business on eBay and especiallyyour sales.I love this book.If you want to improve your eBay business ? eBay for dummies 9 books in1 is the book you need to buy.It's amazing the ideas and the things I learned from this book. To All you eBay sellers ,buy this book today.

Almost too much information, but very useful for the "little" unknown things that are difficult to figure out about eBay. Been selling on eBay for several years and still found a lot of good information I never knew about in this book. Highly recommended if anyone sells anything on eBay.

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