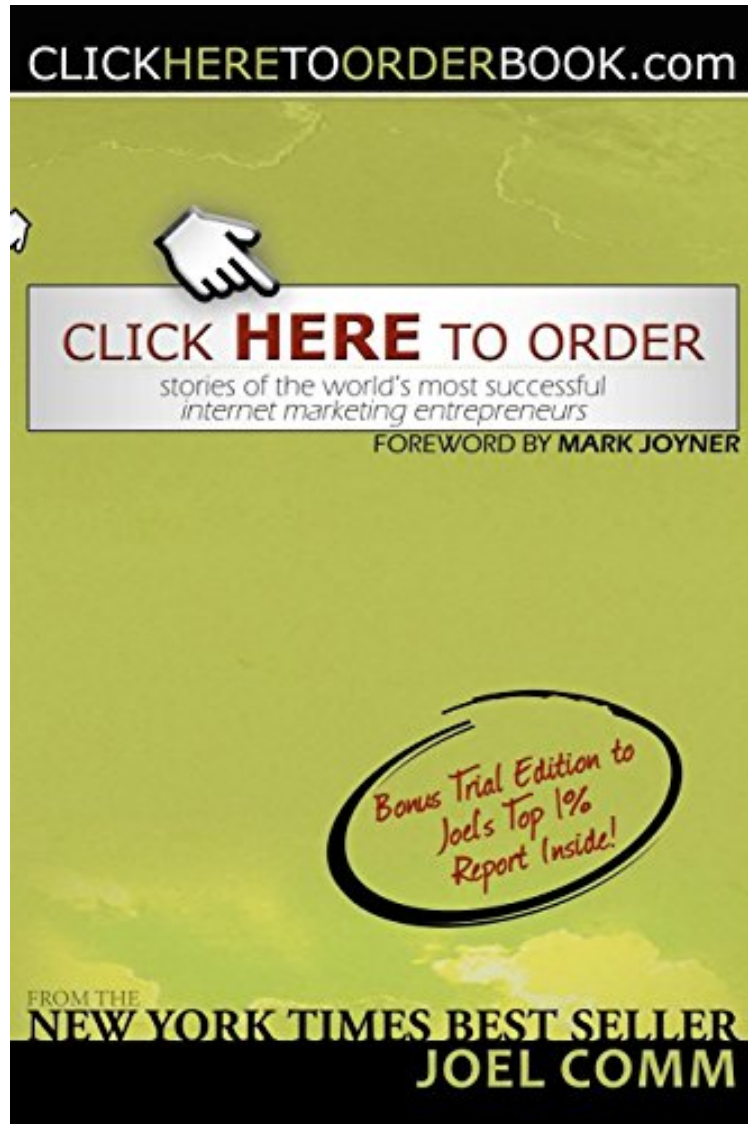


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2 of 3 people found the following review helpful. Great Reference Tool for Newbies and VetsBy J. Kennel[Click Here To Order: Stories of the World's Most Successful Internet Marketing Entrepreneurs](#), by Joel Comm.Joel Comm is a pretty famous internet marketer and promoter of himself and others. He has written an interesting history of how

numerous people have made their mark on the evolution of internet marketing and what they have succeeded in marketing via the internet. If you don't know who any of the marketers are when you first read this you can just skim over their names and learn about the concepts, like ebooks, autoresponders, squeeze pages, pay-per-click, affiliates, pop-ins, teleseminars, dashboards, opt-ins, one time offers, copywriting, list building, and more. There is an index in the back of the book to help you find topics. There is also an extensive directory of people mentioned throughout the book with their web addresses, as well as information about how to see this directory online, as it's updated. Mr. Comm is thorough in his work. If a person is completely new to internet marketing, the dozens of people in this book are the masters to learn from. Bottom line: buy this because these people are the real deal. If you have ever been scammed, buy this book and learn the ropes so you can avoid future mistakes and detours. 0 of 0 people found the following review helpful. Informative. By CustomerHard to read with no computer experience. But good information. 1 of 2 people found the following review helpful. Some good macro insights here, but few takeaways for current internet marketers. By Gen of North Coast Gardening I read this book hoping to want to take notes throughout and get some takeaways about how successful people have marketed and succeeded in online business. I own an offline business and would love to someday make money online with my knowledge. But internet business has changed so much that while these stories of early successful online marketers were entertaining, they didn't hold a whole lot of concrete, specific insights to take away. In addition, the paths to success were so circuitous that it often felt like listening to a rambling person at a party - you find them interesting but would they just cut to the chase already. If you are at the point where you are devouring info on successful people so you can feel a connection with other people who are a success, then this is a great book to read. If you're looking for specific takeaways, beyond just the biggest concepts (automate, don't give up, etc), then try Blog Blazers or Pro Blogger instead.

While the general public is familiar with the larger Internet companies such as Yahoo!, Google, eBay and Amazon, very few are aware that small business is thriving online like never before, especially in the realm of information products. Click Here creates an entertaining and instructive narrative that provides an in-depth look at the unintentionally underground movement known as Infoproduct marketing, and the people who have profited and succeeded in the industry.

About the Author Joel Comm is an Internet entrepreneur who has been online for 20 years. In 1995, Joel launched WorldVillage.com, a family-friendly portal to the web which enjoys thousands of visitors each day. In 1997, him and his partner created ClassicGames.com, which was acquired by Yahoo!, and now goes by the name Yahoo! Games. Since then, his company has launched over a dozen web sites, including the popular bargain-hunting shopping site, DealofDay.com, SafetySurf.com and FamilyFirst.com. Joel Comm is the author of several best-selling ebooks that show people how to make money online, and regularly speaks and teaches at conferences, seminars and workshops. Joel is the host and executive producer of The Next Internet Millionaire, the world's first competitive Internet reality show.