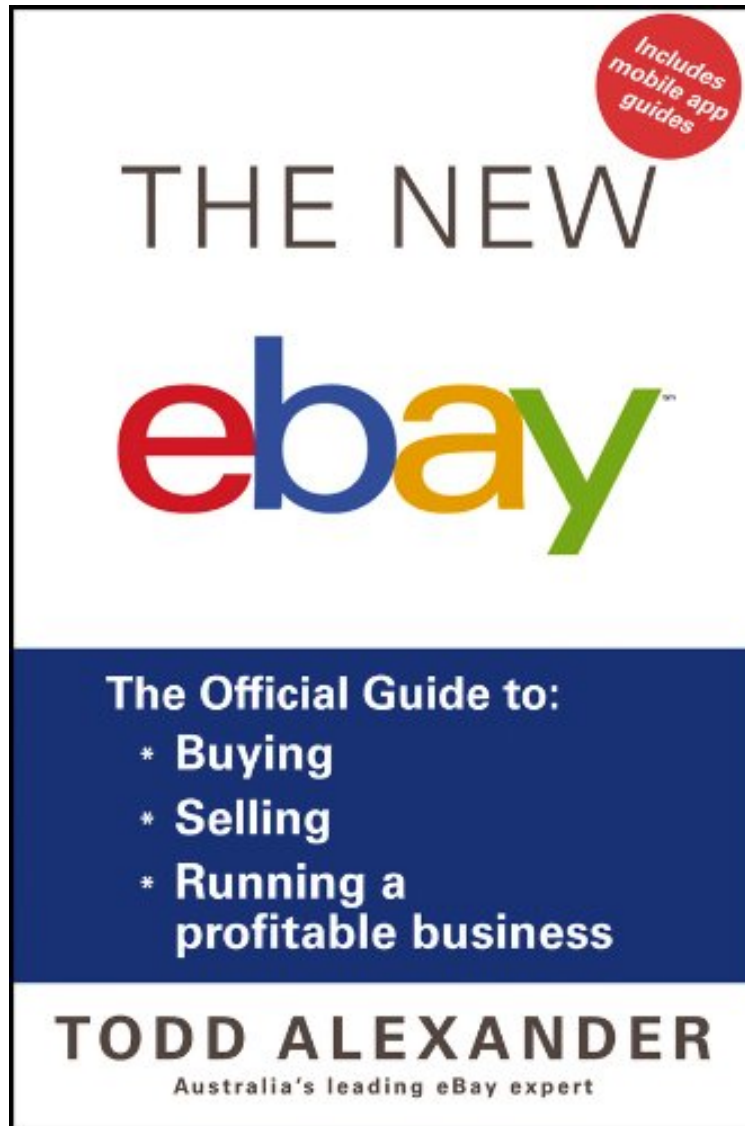


The New ebay: The Official Guide to Buying, Selling, Running a Profitable Business

Todd Alexander

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Todd Alexander : The New ebay: The Official Guide to Buying, Selling, Running a Profitable Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The New ebay: The Official Guide to Buying, Selling, Running a Profitable Business:

4 of 4 people found the following review helpful. Good overviewBy Barbara R.This is a succinct overview of key components of utilizing eBay as both buyer and seller. It is a good introduction for those who are just becoming familiar with the basics of eBay's online processes.

The only comprehensive, official guide to buying and earning money on eBay Australia. Written by an eBay insider with more than ten years of experience with the company, *The New eBay* guides you through the very basics to the more complicated— from a brief history of eBay itself to simple site navigation to every complexity of buying and selling. Whether you just want to earn a few dollars on the side or turn your hobby into a full-time business, this book explains it all. Written in clear, user-friendly language backed by simple step-by-step instructions and helpful screen grabs from the site, the book covers everything first-timers need to know and all the secrets experienced sellers wish they knew. The first complete official guide for eBay Australia written by a company insider. Covers such topics as finding items and bidding on them, pricing and listing items for sale, accepting payments, tracking sales, logistics, customer service, and more. Perfect for every eBay user, from part-timers to serious sellers who want to build a profitable business, *The New eBay* is the ideal guide for anyone who wants to get the most out of the world's most popular shopping and selling site.

From the Back Cover: The official and definitive guide to making the most of the new eBay, for beginners and experienced users alike— buyers, sellers and businesses. Over recent years, eBay has evolved into the world's largest shopping mall where everyone from independent craftspeople to small- and medium-business owners from every industry go to connect with customers— worldwide! With steps, tips and colour screenshots, you'll learn how to: navigate eBay to bid, buy and pay for items; uncover the best deals from the best sellers; stay safe online and protect your identity; list your first items for sale and calculate postage; master PayPal and other payment options; get to grips with Magento and other advanced selling tools; open up an eBay store and create a business growth plan; run a successful eBay business and even go global! Whether you're thinking about shopping on eBay for the first time or you're a retailer looking to take advantage of the full range of amazing eBay business tools, *The New eBay* is your one-stop shop for all things eBay. About the Author: Todd Alexander has been working for eBay for over 10 years and is currently the Director of Onsite Search. Through his workshops and his best-selling pocket guides, he has trained tens of thousands of people throughout the Asia-Pacific region to get the most out of eBay.