



Effective Web Presence Solutions for Small Businesses: Strategies for Successful Implementation (Advanced Topics in Global Information Management)

Stephen Burgess

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Over the past several years, a great deal of research has been devoted to the use of information technology by small businesses. One technological tool now used to boost company success is Web presence enhancement in alignment with business strategy.

Effective Web Presence Solutions for Small Businesses: Strategies for Successful Implementation is the first book to provide small businesses with a holistic approach to implementing their Web presence through identification of Web site content that matches their business strategy. A valuable read for small business owners as well as academicians and researchers, this book connects the various issues involved in the planning and execution of successful Web sites for small businesses.

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