



Creating the Virtual Store: Taking Your Web Site from Browsing to Buying

Magdalena Yesil

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Countless companies all over the world now have their own Web sites where people can explore and evaluate their goods and services. Now the trick is to turn those who are "just looking" into buyers by offering the ability to make cash transactions over the Internet. Thanks to companies like CyberCash, Digicash and First Virtual, this technology now exists, but businesses still have to learn how to transform their Web pages into "Virtual Stores". In this book Magdalena Yesil, a co-founder of CyberCash, shows businesses how to convert their existing Web sites into commercial venues that can handle sales and payments directly over the Internet. The book covers everything from budgeting and planning, to selecting the appropriate technologies for creating a virtual store, to advertising, promotion and sales.

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