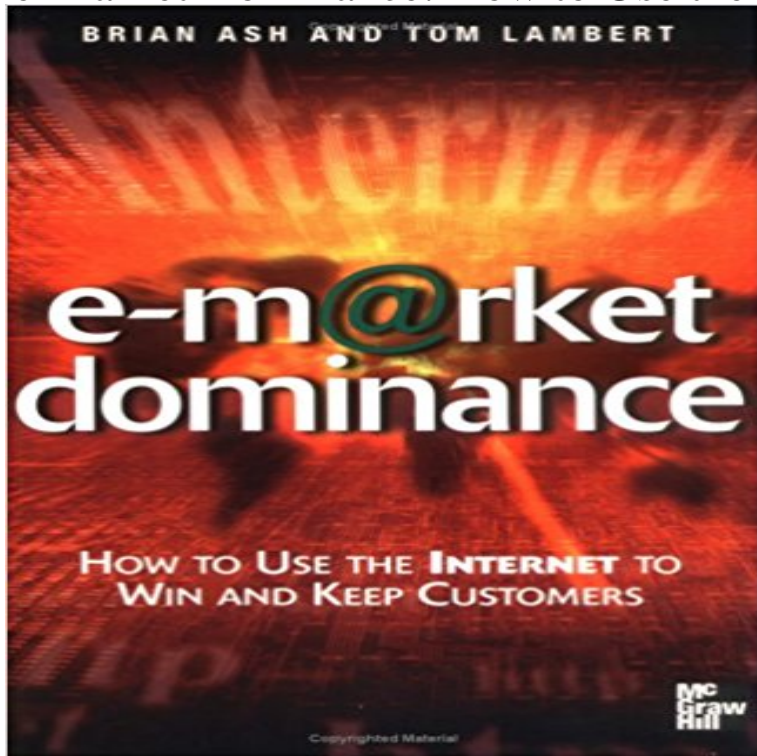


# e-Market Dominance: How to Use the Internet to Win & Keep Customers



E-Market Dominance provides a comprehensive programme, enabling businesses, at minimum cost, to attract and retain loyalty customers via the web. A concise how to book, it combines the Internet expertise of a leading web site designer, with the marketing skills and knowledge of a globally acknowledged marketing specialist. The book should help you: build and sustain key relationships with the right type of customer (and more of them); squeeze the best value out of your web site; and integrate the Internet into the overall sales and marketing strategy of your company. In addition, it will help you make informed decisions on how to: improve the effectiveness of your web site; get your site on page one of major search engines; and profit from e-mail marketing.

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