



The Essential Online Solution: The 5-Step Formula for Small Business Success

Rick Segel, Barbara Callan-Bogia

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With big-box stores dominating today's business landscape, small business owners are facing serious challenges. But there is a way to level the playing field and win—and *The Essential Online Solution* will show you how. Written by industry experts, this book outlines a five-step formula that will allow you to harness the power of the online world and improve your company's bottom line.



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