

## EBay business the smart way: maximize your profits on the Web's #1 auction site

Sinclair, Joseph T., author

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### Abstrak

eBay is now firmly established as the leading online auction destination, controlling upwards of 90% of an ever-growing market. More and more sellers are formalizing their efforts into part- or full-time business enterprises, and discovering that, while selling on eBay is easy, staying visible and competitive is a challenge. This guide offers a comprehensive strategy and tips for maximizing exposure, minimizing costs and risks, and acquiring and controlling product inventory. eBay is now firmly established as the leading online auction destination, controlling upwards of 90% of an ever-growing market. More and more sellers are formalizing their efforts into part- or full-time business enterprises, and discovering that, while selling on eBay is easy, staying visible and competitive is a challenge. This guide offers a comprehensive strategy and tips for maximizing exposure, minimizing costs and risks, and acquiring and controlling product inventory.;;;