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The Maui CEO: Import from China, Sell on Ebay, and Live Wherever You Want

By John Tennant

iUniverse, Inc. Paperback. Book Condition: New. Paperback. 186 pages. Dimensions: 8.8in. x 5.9in. x 0.5in. Have you always dreamed of leaving your mundane job and owning your own business? The Maui CEO is a practical guide for any new entrepreneur that demonstrates how to develop a business from idea to launch. Now in this second edition, Maui CEO is not intended to cover the daily mechanics of buying and selling; instead, you are provided a business and procedural framework that allows you to dominate your eBay category. In contrast to The 4-Hour Workweek, Maui CEO is practical, organized and specific. Author John Tennant, an experienced dot-com business owner and professor, shares his vast knowledge about eBay—a critical channel for product businesses. Mr. Tennant helps you decide which product to buy for resale, and provides practical direction on how to: Develop an online business identity and select the proper org structure Find sellers in China Order and import your first container of Product Outsource Web development, site hosting, and merchant integration Locate warehouse space and manage Inventory Avoid fraud with eBay, escrow, and PayPal Optimize organic and paid search with Google and Yahoo The Maui CEO will help you create a product oriented business that will quickly be up and running, and can easily be managed from any location. If you are ready to earn...



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