BOOK REVIEW 'INTERNET MARKETING FOR SMALL BUSINESS' (MALAY VERSION)

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Written by Zamri Mohamad and Izwan Wahab, this book is on the move and effective internet marketing techniques to attract the attention of consumers. Complete with minisites studies in Malaysia, where you can use the formula for success used by them. Take the formula and change it to suit us. Also described step by step build a minisite that sells software for free. Learn how to be their formula effective keywords and effective. To learn more, visit the website www.kursusperniagaan.com. The authors began as a skeptic to the internet world. In the early stages, the authors do not believe the Internet to be a powerful and effective medium to attract customers for the purpose of sale. To confirm this belief, the authors do things to prove they are right. The authors chose to sell on the internet. Physical product to be a priority of the authors. The trend and the author's interest in the book make it the first product sales on the internet. The book titled Make Money with Self-Publishing, book published by MNS Infobiz become the product of choice. Income through blogs, authors began to produce the sales page of this book. Their trust that the internet cannot sell falter when it began to receive orders one by one. What happened after that is history to the authors. Then the authors advised by Sabri Hassan Assa'ari from E-Commermastery for producing a better and more organized minisite. The goal that the product display is professional and easy to manage.

Today the authors produced more than 13 minisite to sell books written by the author and the writings of others. Moreover, the authors also produce minisite involving other products. This includes products that cost more than £ 1,000 on the internet. Readers were asked to experiment and go to the Google search engine. Then type the word Hijrah Water in the search box. For the purpose of marketing these products, a minisite generated. It is one of the products that are selling other people's attempts writer and received a response from the buyers. Books Make Money with Catfish is another book for sale on internet options. Agro world is alien to the world of the author. The authors do not have any knowledge of the catfish, not to mention the potential of catfish in Malaysia. But the authors only knew one thing, catfish is something to look crowded. The easiest and cheapest access this information through internet. Aware of the public seeking information on catfish makes the author's reading and selecting books to be introduced in the Internet world. Again, the success of the book Make Money with Catfish repeat the sales success with the book Make Money Publishing Your Own Book.

Readers are requested to stop being skeptical and acts as a marketer on the internet. This is a recipe for introducing new products and services on the internet. No formal education in the field of information technology and computing is not an obstacle to introduce our business on the internet. The authors of this book are not in the background of information technology, especially computing. The authors start with the basic knowledge and then learn to master one skill to learn the art of internet marketing business. At the same time, they are not denied the involvement of experts in the Internet also coupled in this book. This is an added value to those who first explored the world of the Internet as a source of finance.

The big difference of this book than any other book on the market are offering books in the Malay language that is easy, fragments of chapters that are closely followed bonus reader and insert the reader kit checklists and planning small business marketing on the internet. The basis for introducing business on the internet is to be wanted and knew the internet. Both of these elements lead to mastery of this science. Want mean emotional and overwhelming desire to know how to market your business to the internet world. Know intends to do in accordance with the right methodology and systematic. The book is complete sense of want and knows in readers. Minisites in Malaysia become an alternative to the study authors. Some of the effective methods they already use to sell products and services. In the art of marketing on the internet, mimicking the successful methods is a must. It is then converted to a suitable reference for our business. The authors have identified a winning formula that is used by small businesses that have been in the internet before. Also some foreign minisite that have characteristics that can be followed for marketing products on the internet. Overseas minisite also been the subject of interest for us to learn and adapt.