

# F-commerce Handbook - Paul Marsden

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The 10 Secrets to Selling on the Worlds #1 Social Network Facebook is the perfect tool for reaching out to customers. Now, you need to take the next step and make it pay by selling on Facebook. The f-Commerce Handbook shows you how. From the co-editors of Social Commerce Today, The f-Commerce Handbook delivers practical guidance, proven strategies, and best practices to profit from Facebook as a direct sales channel. The f-Commerce Handbook reveals ten smart but simple secrets for running profitable sales events on Facebook, all designed and proven to build your business and monetize your efforts. Capitalize on impulse purchasing Get customers emotionally involved with your product Use social media as an experience delivery mechanism Create powerful social incentives Make customers feel indebted to buy from you Facebook is the selling tool of the future. Start building your f-commerce strategy now, and start making Facebook pay today by turning Likes into Buys. Author: Marsden, Paul Publisher: McGraw-Hill Illustration: N Language: ENG Title: F-Commerce Handbook Pages: 00072 (Encrypted EPUB) / 00072 (Encrypted PDF) On Sale: 2012-06-01 SKU-13/ISBN: 9780071806138 Category: Business & Economics : Customer Relations Category: Business & Economics : Marketing - General

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