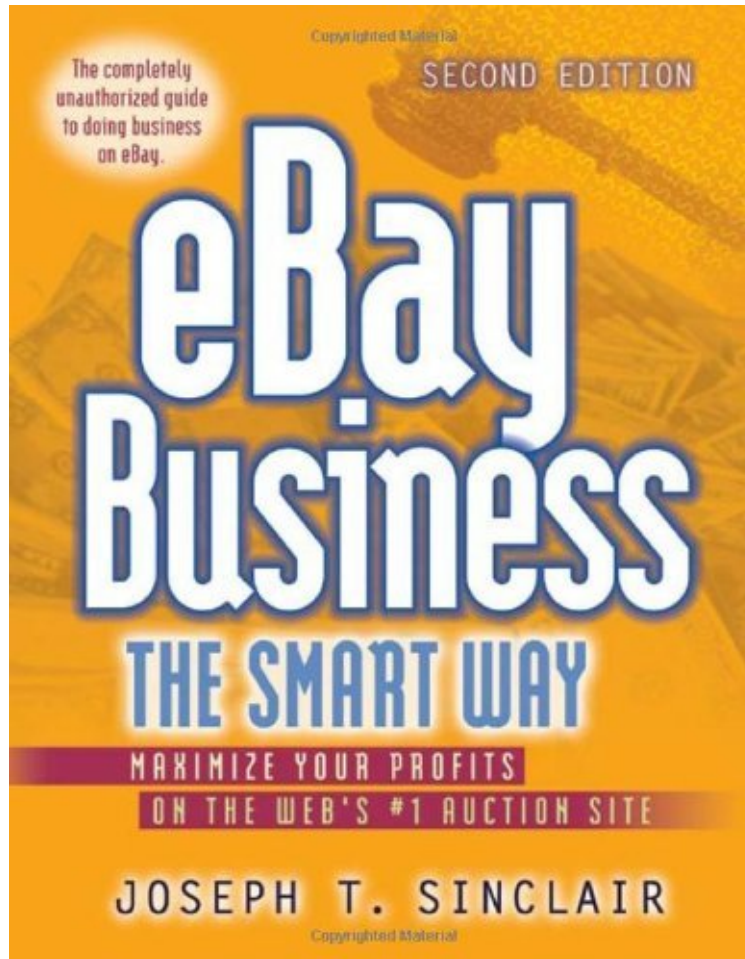


eBay Business the Smart Way: Maximize Your Profits on the Web's #1 Auction Site

Joseph T. Sinclair

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Joseph T. Sinclair : eBay Business the Smart Way: Maximize Your Profits on the Web's #1 Auction Site before purchasing it in order to gauge whether or not it would be worth my time, and all praised eBay Business the Smart Way: Maximize Your Profits on the Web's #1 Auction Site:

0 of 0 people found the following review helpful. Don't book publishers have spellcheck? By Amanda P. I found the excessive number of typos, punctuation and grammatical errors in this book very distracting. I am astounded this book publisher has not even bothered to do the simplest of spell-checks before sending this book to print. There seemed to be an average of AT LEAST one grammatical or spelling error A PAGE. A simple software program would have caught the majority of these errors. Here are some actual examples: "managemenet, mangement, a advisor, an physically, lucreative, conscentrate" (the list goes on, and on, and on). Maybe I'm being a bit too hard on the author and publisher, but these mistakes, combined with major content omissions and the amount of fluff found in this book, give

me the impression that it was written in about a week and a half. As some of the other readers pointed out, I'm not even convinced this guy has REALLY sold on eBay. Something tells me he's just studied it. What I found most helpful about this book were the numerous internet links Sinclair has included, as well as many of his small business-related recommendations, such as his suggestion to hire an independent contractor, rather than an employee for tax liability purposes. He did a good job filtering out the eBay basics that would have bored seasoned eBay retailers. My thanks to Sinclair for reinforcing the idea of customer service. Far too many eBay sellers are seriously lacking in this department these days, making a bad impression that hurts the rest of us. 11 of 13 people found the following review helpful. Good for Beginners -- Mediocre for Experienced Ebayers By Customer Sinclair put a lot of good information in this book for beginners, but not very much for experienced ebayers. However, as other reviewers have noted, he added a lot of "fluff" to this book and there is not a lot of information for experienced ebayers. The book has a lot of pages but not all of them have useful information. The book could have been condensed and sold for a lower price. It's not a waste of money if you are relatively new to eBay or have never sold anything on eBay and need to know how it works. But don't expect this book to teach you everything you need to know. It falls short of that. What it does provide is a beginner's insight to selling on eBay and starting an eBay business. Sinclair's book is very comprehensive. It just does not go into any significant depth. For example, he did provide a nice list of wholesale resources for people wondering where they can buy inventory, but he only discusses a few of them and even then not very much. Sinclair is also obviously biased to using auction management services. However, it is only economical to use such services if and when you are selling a significant volume of products on a very consistent basis. You need to learn to do it on your own first. Also, when it comes to accounting software, he left out "Simply Accounting." This one is fairly new but is it much cheaper than others and it does the job. I highly recommend it for those starting a small business. Overall, good for beginners, but get information from other sources also. 0 of 0 people found the following review helpful. A beginner's manual to eBay By None_None This book has a lot of good basic information for starting a business. But not very much of the book is dedicated to eBay exclusively. I thought it was worth the price, but I also wish the author had talked more about eBay and less about how to run a small business in general, since I already know how to do that! So, if you are a newbie to eBay, this is a good starting point. But if you are an experienced seller, then this book is probably too remedial for you.

Now in a fully revised second edition, "eBay Business the Smart Way" offers those selling merchandise in this fiercely competitive online marketplace solid business strategies to outsell rivals and earn enormous profits. The book contains advice and guidance on hundreds of crucial issues, including accounting, inventory management, building credibility, shipping, taxes, creating a storefront website, and many more. It is the ultimate resource for those just starting out as well as more experienced online sellers.

"Praise for Joseph T. Sinclair's Previous Books: eBay the Smart Way" "Check out eBay the Smart Way...for a wealth of tips on growing your business." -- eBay magazine "A solid primer for buyers and sellers on the world's No. 1 open market." -- The Pittsburgh Post-Gazette "This is a well-written, comprehensive guide." -- Australian Personal Computer "Must-read for anyone considering buying or selling on eBay." -- The Bookwatch eBay Business the Smart Way "Whether you're thinking of selling or buying online, or are already doing so, this is an easy-to-read, highly informative book that covers eBay from soup to nuts." -- Barbara Weltman's Big Ideas for Small Business newsletter Web Pages the Smart Way "I followed Sinclair's chapter by chapter approach over the course of several weeks, reading and experimenting whenever I had a few moments. Et voila! I am (almost) a Web expert. It was simple." -- BookPage" About the Author Joseph T. Sinclair is one of the world's foremost eBay experts. His previous books -- including eBay the Smart Way (now in its fourth edition), eBay Motors the Smart Way, Building Your eBay Traffic the Smart Way, and eBay Inventory the Smart Way -- have earned media attention worldwide. He maintains a website, baysidebusiness.com, to update readers on significant changes in eBay policies, rules, and features, and writes an eBay blog at baysidebusiness.com/blog. A successful online entrepreneur himself, Mr. Sinclair is based in the San Francisco Bay Area of California.