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About this book

We like to thank Mr. Steve Ng for sharing his success story with us.

Ebay has been around for many years, allowing people to start their online ventures with very little initial cost. One needs not be a MBA to build an online shop and start selling. However, if the business is to be further developed and expanded, knowledge on a wide range of business disciplines will become highly invaluable.

ebay gives you a platform to sell not only to your local neighbors, but also to buyers around the world! The market potential is huge. So are the accompanying risks and security issues. This book covers the essential knowledge domains necessary for you to successfully manage security and risk for your ebay business. Steve who owns Toyeast, a highly successful online toy shop, is going to share with you the lessons he had learned in making his toy selling business a global success on ebay.

