

Sell on Amazon: A Guide to Amazon's Marketplace, Seller Central, and Fulfillment by Amazon Programs



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If you are in business to sell consumer goods -- or you want to be -- you should be on Amazon.com. More than 90 million customers shop at Amazon. As its global business booms, Amazon is inviting all sorts of independent sellers -- large and small businesses, individuals, and mom-and-pop shops -- to sell their merchandise right on Amazon. Whether you're just starting or already in business, you can boost your sales and profits by showing your wares on Amazon, the world's biggest store. Everything you need to start converting your items into cash is in this book by Steve Weber, one of the most successful and highly rated sellers in Amazon history: -- How to set up shop on Amazon and generate worldwide sales volume with no up-front cost, risk or advertising. -- Run your Amazon store from home, a warehouse or a walk-in store-or outsource everything to Amazon's fulfillment center. -- Find bargain inventory; target niche markets for big profits. -- Get tax deductions and write-offs for business use of your home. -- Use Amazon as a stand-alone business or a lead generator for an existing business. -- Pay lower sales commissions on Amazon. -- Sell your inventions, crafts or intellectual property on Amazon. -- Guard against scammers and rip-off artists. -- Automate your business with easy-to-use tools

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