Forget about reading books related to setting up an online business! I doubt they are solid books on that topic since the state of e-commerce is constantly changing and as such there is a new type of money making online business every month. If you want to make money online, open Google (or Bing, who am I to judge?) and type what you want to learn about. Want to learn about drop shipping? Google, Bing and the knowledge of the internet is free! The choice is yours on how you would want to use it. My name is Bryan Lawrence, I primarily write about Business & Finance. Susan is the author of several books on Internet marketing and e-business: 101 Ways To Promote Your Web Site, Internet Marketing for Your Tourism Business, 3G Marketing on the Internet, Going for Gold, 101 Internet Businesses You Can Start from Home and The e-Business Formula for Success. She is also the developer of a two-day intensive Internet Marketing Boot Camp. Susan offers many Web-based teleseminars, seminars on CD, and e-books related to Internet marketing. Every person on the team has extensive practical hands-on experience and the necessary skills to use proven tips, tools, and techniques to generate high volumes of traffic to your site. As a result of technological change and global competitiveness, a strong Internet presence is essential. Internet and business models to firms, and the explosive interest in both subjects, there are no business school texts that address the impact of the Internet on firm performance. In Internet Business Models and Strategies: Text and Cases, we draw on research in strategic management and the management of technology to develop an integrative framework that allows readers to put their minds around what determines firm performance and the central role that business models play in the face of the Internet. We offer concepts and tools that students of...