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## How To Avoid Negative Online Publishing Experiences Cautiously Marketing Your Intellectual Property

By James M. Lowrance

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 42 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Within the chapters of this book, I offer suggestions for helping to remedy experiences one might have with dishonest online entities or ones who fail to see reasonable interests required by those who enter into business arrangements with them and how to also avoid such experiences. I will cite several personal examples of questionable activities, practiced by online businesses I have dealt with, that negatively affected me, in the area of online publishing. Certainly these same type practices occur in the area of retail sales as well and likely on an even larger scale but I feel my experiences, as well as my advice may help to provide ideas of how one can take a proactive stance in helping to effect positive change in electronic commerce of every type, including that which is conducted in the written content publishing field -- the marketing of intellectual property. TABLE OF CONTENTS: CHAPTER ONE: Avoiding Fly-By-Night Online Businesses: (A Simple Rule of Thumb) CHAPTER TWO: The Better Business Bureau: Not Just a Slap on the Wrist: (Bringing Resolution to Bad Online...



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