



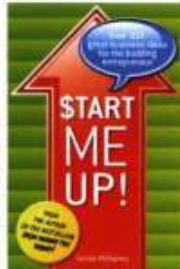
get going

Start Me Up!

Sonia Williams

Exisle Publishing, \$34.99

Do you dream of becoming the next Richard Branson or Anita Roddick? Are you ready to be your own boss but not sure where to start, waiting for that lightning bolt moment of inspiration to strike? Does the idea of writing a business plan terrify you? Becoming your own boss is easier than you think! Businesswoman and entrepreneur Sonia Williams has done all the hard work for you. In Sonia's new book *Start Me Up!* you will find over 100 innovative and achievable business concepts and practical advice that will have your business up and running in no time. Some of Sonia's novel ideas make the most of modern technology; others put a new spin on



tried and tested ventures. Sonia also suggests ideas for cultivating your own business nous, including advice on how to spot a trend (and how to avoid fads!), how to identify niche markets, how to write a business plan, how to avoid common first-timer pitfalls and how to develop your online presence. *Start Me Up!* is a fantastic resource for the budding entrepreneur.

Digital Marketing: Strategies for Online Success

Godfrey Parkin

New Holland, \$29.99

The force of the internet and the power of online consumers have dramatically altered the face of today's business world. Understanding and using this resource to its best advantage is essential to the success of every business. *Digital Marketing* clarifies the



complex subject of ecommerce; presenting a simple 8-step strategy for success in internet marketing.

This book is essential for anyone seeking success in a business environment altered by the digital revolution. Godfrey Parkin presents fascinating facts about both the history and potential of the internet, as well as providing clear and practical advice on how to make the most of it.

Key strategies are outlined on every aspect of ecommerce including a step-by-step guide to developing a low-risk business strategy; the principles of designing a website that works as a successful business tool; guidelines on maximising effectiveness of search engines email marketing and online advertising, as well as advice on using Web 2.0 and social media in order to expand brand awareness and increase sales. This book is indispensable to anyone who wishes his or her company to remain relevant in today's digital environment