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By Jan Zimmerman

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This books is a good primer on Web Marketing, but it does not go into detail(as is the case with most Dummies books). I already knew most of the material in this book.

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"Web Marketing For Dummies" gathers all the key methods of Web marketing, such as crafting an effective store front, marketing, blogs, and other person-to-person

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Author information. Jan Zimmerman owns her own Web marketing and site management company. She has taught classes in online marketing and is the author of eight books

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Jan Zimmerman owns Watermelon Mountain Web Marketing, which has provided Web marketing and site management services for more than ten years.

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