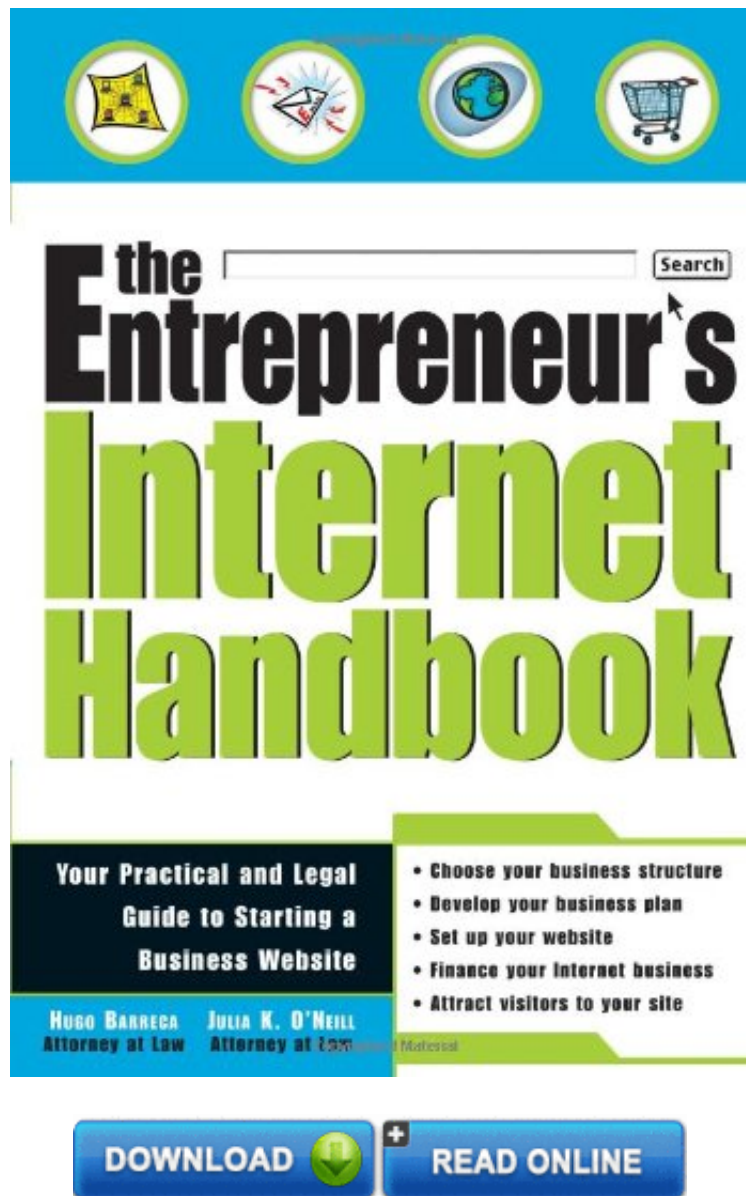


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The Entrepreneur's Internet Handbook: Your Legal and Practical Guide to Starting a Business Website

Hugo Barreca, Julia K. O'Neill
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Hugo Barreca, Julia K. O'Neill : The Entrepreneur's Internet Handbook: Your Legal and Practical Guide to Starting a Business Website before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Entrepreneur's Internet Handbook: Your Legal and Practical Guide to Starting a Business Website:

4 of 11 people found the following review helpful. A huge waste of time and \$\$\$By A CustomerIf it was allowed I would give this book a big fat zero. Alas, one star is as low as it gets. It skims over everything. Nothing practical in

here. If you feel compelled to get this book buy a used copy. I am in the process of reading "Start Your Own Business" By Rieva Lesonsky which proves to be a great resource. 14 of 14 people found the following review helpful. Extremely Helpful and Interesting! By A Customer I found this clearly written book to be helpful and even sort of interesting to read. It covers various aspects of setting up a business that uses a website and also setting up the website as well. (I didn't realize that many legal issues could affect your website, such as copyright issues and other publishing laws.) It also provides some fundamentals about contract law and system development you need to know in order to put a website in place. It is a good practical mix of legal and business advice. The sections on how to go about actually building your site, what functions and what content should be on it, are informative and full of issues that I would not have thought of on my own. The book is in a handbook format, and I will probably also refer to it with various questions as I go forward with the process. It also has forms in the back that I can fill in to create a budget. My business is a start-up but it seems like this book would be helpful for anyone who needs to know the legal and practical issues surrounding their business's website. 0 of 0 people found the following review helpful. Excellent resource--easy to understand and smart By Hardwick Taylor I heard about this book from a friend in business school who said it was on the recommended reading list. I bought the book and now I understand why it is considered one of the most useful books of the type. I'm persuaded by the writing, the examples, and the presentation. Highly recommended.

IT IS IMPOSSIBLE FOR BUSINESS OWNERS TO IGNORE THE BENEFITS OF THE INTERNET But the Internet does not have to be impossible to understand Whether you are a small business owner seeking to create or enhance your Web presence--or a player in a large corporation who wants a better understanding of the legal and business fundamentals of your company's Web enterprise--The Entrepreneurs Internet Handbook provides important information you need!--Sell on the Internet--Develop customer relationships and maintain loyalty--Attract visitors to your website--Protect your business using trademarks--Collect money, credit card authorization, and taxation--Build and register your website--Select and request your domain--Use current software or build customized versions--Register your copyright--Start-up guidelines for beginning businesses--Choose the correct entity--should you have a partner--Create a business that allows for flexibility --Limit liability

About the Author Julia K. O'Neill earned her JD degree cum laude at Boston College Law School and her BA degree in Economics at Yale University. She has had her work published in Massachusetts Lawyers Weekly, Massachusetts Bar Association Lawyers Journal, and Banker and Tradesman, and has been a guest on the nationally-broadcast radio program Observations About Law. She is Of Counsel to The Feinberg Law Group, LLC in Wellesley, Massachusetts, where she specializes in business, corporate, and securities law. Hugo Barreca holds an MBA from New York University and a JD from Fordham University School of Law. He is admitted to the New York, Connecticut, and Florida Bars. He has over twenty years experience in media and technology, including senior positions with Time, Inc. and the New York Times Magazine Group. Mr. Barreca is a consultant on general management, financial, and legal affairs and has assisted in the formation and organization of several start-up companies. Mr. Barreca resides in New York C