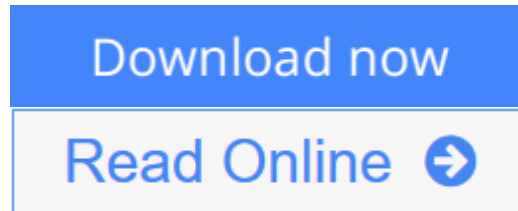


The Official Alibaba.com Success Guide: Insider Tips and Strategies for Sourcing Products from the World's Largest B2B Marketplace

By Brad Schepp, Debra Schepp



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The official guide to making a bundle buying and selling through Alibaba.com, the world's largest online B2B marketplace

Alibaba.com is the world's leading global business-to-business online marketplace. People around the world use it every day to import and export products for big profits. But newcomers are often overwhelmed by the sheer number of products and the quantity of information available.

The Official Alibaba.com Success Guide shows you how to ramp up your business or build an entirely new business, using the Alibaba.com brand and web site as your supplier. This practical guide provides simple answers for complex questions, from navigating the site, to finding products at the right price, to branding, and much more. Plus, the book includes best practices for importing, locating and vetting suppliers, and protecting yourself against online fraud.

- An answer-packed guide for all your questions about doing business through Alibaba.com
- Officially licensed and supported by Alibaba.com, this is the only guide you need
- Includes inspirational profiles of people who have used Alibaba.com successfully to launch new businesses or revive old ones
- The first and only step-by-step guide to using Alibaba.com effectively

Alibaba.com gives you the opportunity to make real money online. Here, you'll find a wealth of inside information that will help you use Alibaba.com safely and profitably.

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Editorial Review

From the Inside Flap

If you operate a small or medium-size business, finding a reliable source of quality products can be tough—until you discover Alibaba.com. The world's largest B2B e-commerce marketplace, Alibaba.com helps people around the world import and export products for big profits.

Whether you need a new supplier for your current business or want to start a new import/export business from scratch, Alibaba.com connects you with a nearly endless stream of products and suppliers from every corner of the globe. In fact, many people are overwhelmed by the huge amount of products, suppliers, and information they find when they first log on. With so many choices and money-making opportunities, you might not know where to start.

The Official Alibaba.com Success Guide shows you how to take full advantage of the world's biggest global bazaar—explaining how to navigate the site, find products at the right price, and much more. From the simplest to most complex questions, this book covers it all. Plus, it includes best practices for safe trading, including how to vet suppliers and protect yourself from online fraudsters.

This is the first and only official guide to using Alibaba.com safely and profitably. Licensed and supported by the company—with a Foreword by founder Jack Ma—this is the one guide you know you can rely on.

But don't just take our word for it. Inside, you'll find dozens of true stories from experienced Alibaba.com users who share their inspiring journeys to wealth and success using the site. Alibaba.com was founded to spread the dream of business ownership to people around the world. Say the magic words and walk through the door to wealth and independence.

From the Back Cover

"This is the first time I've seen such a detailed road map for importing goods from Asia. The authors mention most of the traps first-time importers tend to fall into, and even seasoned importers can learn new tips about the Alibaba Web site. A great book, both rigorous and easy to read!" —**Renaud Anjoran, founder, Sofeast Quality Control**

"A much-needed guide to product sourcing written by two e-commerce experts. Brad and Debra Schepp take the daunting job of sourcing products and break it down into easy-to-understand and manageable tasks. Recommended for entrepreneurs, retailers, and online sellers who want to take it to the next level." —**Ina Steiner, editor, AuctionBytes.com and EveryPlaceISell.com**

"Alibaba's B2B search engine is the most powerful business tool for SMEs ever developed. This book is a winning combination of training manual in how to use Alibaba.com and cutting-edge business information. It all adds up to a proven system for creating more business!" —**Gene Rumley, BellPerformance.net, Alibaba e-Business of the Year, 2008**

"Want to learn how to profit from Alibaba.com, the world's largest international trading platform? This book's practical guidance and inspiring success stories can help you take advantage of Alibaba.com's powerful online product sourcing and partnership tools. Read it to learn how to grow your business and

profit from the globalization of the Internet economy." –**Scott Fox, author, *e-Riches 2.0: Next-Generation Marketing Strategies for Making Millions Online***

About the Author

DEBRA SCHEPP and **BRAD SCHEPP** are widely respected e-commerce experts who have also written money-making books for users of Amazon and eBay. They conduct seminars on eBay selling and have been featured in such media outlets as *Life*, *Good Housekeeping*, and *Entrepreneur* magazines.

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Jeffrey Lockwood:

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Delores Saenz:

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World's Largest B2B Marketplace is the one of several books that will everyone read now. This book was inspired many men and women in the world. When you read this guide you will enter the new dimensions that you ever know previous to. The author explained their thought in the simple way, thus all of people can easily to know the core of this publication. This book will give you a large amount of information about this world now. So you can see the represented of the world on this book.

Donna Dalessio:

A lot of people always spent their free time to vacation or perhaps go to the outside with them household or their friend. Do you realize? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. In order to try to find a new activity that is look different you can read some sort of book. It is really fun for yourself. If you enjoy the book that you just read you can spent the whole day to reading a guide. The book *The Official Alibaba.com Success Guide: Insider Tips and Strategies for Sourcing Products from the World's Largest B2B Marketplace* it is extremely good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. Should you did not have enough space to bring this book you can buy often the e-book. You can more easily to read this book from the smart phone. The price is not too expensive but this book possesses high quality.

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