



# **Summary: The Internet Publicity Guide - V.A. Shiva: How To Maximize Your Marketing And Promotion In Cyberspace**

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**Complete summary of V. A. Shiva's book: "The Internet Publicity Guide: How to Maximize Your Marketing and Promotion in Cyberspace".**

This summary of the ideas from V. A. Shiva's book "The Internet Publicity Guide" shows how the internet has become a part of the communications revolution, offering individual consumers the ability to have personalized multimedia communications with other people or companies anywhere in the world. In this book, the author explains that your ultimate goal should be to build profitable relationships by communicating your Web presence to others on the internet and getting qualified visitors to visit your site. This summary explains exactly how you can do that and succeed at internet publicity with helpful tips and strategies that you can apply to your business.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "The Internet Publicity Guide" and find out how you can enhance your online image and promote your products.**

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