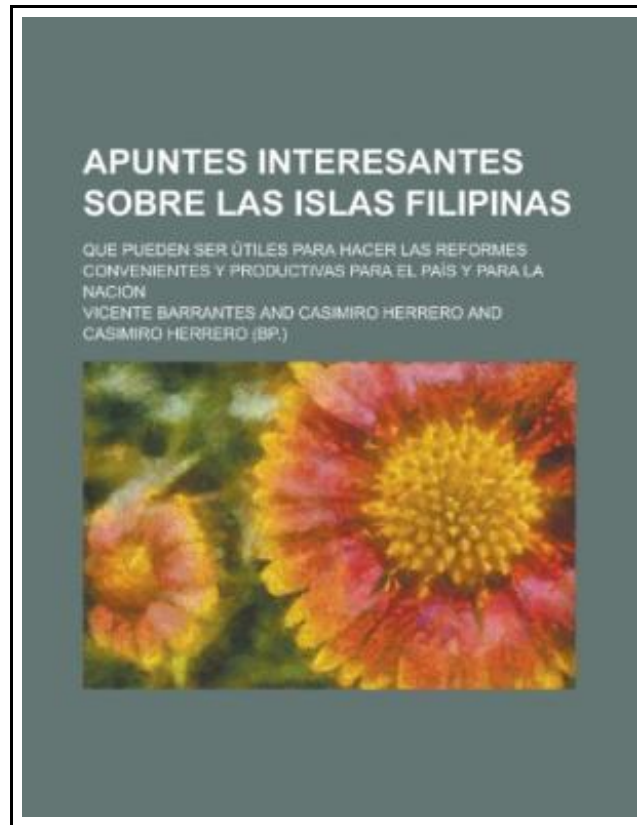


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Books LLC, Reference Series. Paperback. Book Condition: New. This item is printed on demand. Paperback. 88 pages. Original publisher: Washington, D. C. : U. S. Small Business Administration, 2005 OCLC Number: (OCoLC)64395718 Subject: Export marketing -- United States. Excerpt: . . . 4 Chapter 2: Making the E-Commerce Connection Chapter 2: Making the E-Commerce Connection 5 world and often used instead of faxing. In addition, since software enables computers to send and receive faxes, the need for a fax machine is limited. Note: because inbound computer faxes are usually captured as photos, you can obtain optical character recognition (OCR) software to convert the text into a computer-readable format. This will allow you to manipulate the text. If your signature is required, software can be used to paste your signature onto a document to be faxed (since a signed fax may be just as valid as a hand-signed document sent through the mail). E-mail Today, e-mail is the primary method many large businesses use to communicate internally as well as externally. It is an inexpensive and expeditious way to stay in touch with employees, contractors, customers, agents, etc. E-mail is very important since it is a method in which many of your customers may choose to correspond. If you decide to sell your product or service exclusively on the web, it will be an essential means of communication for everyone with whom you do business. Website A website can be an inexpensive and highly effective way to market your product or service globally. Before developing a site, however, you need to be aware of regulations and technical details that may affect the ability of potential customers to view your site. In addition, certain technical methods used to build websites may help or hinder others in their attempt..



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