

## Online Marketing

# 222 tips for doing business on the Internet

**Master book for marketing 2.0 and Internet business optimization.**

- **222 practical steps for doing business on the Internet from the initial idea**
- **It includes the Myths about the Internet (from A to Z)**

December 2011 – “222 tips for doing business on the Internet” is already available (pre-order) in Amazon, major online bookstores, and will also be available soon at traditional bookstores.

This book written by Sebastián Pincetti and Silvina Rodríguez Pícaro, deals with the main aspects to bear in mind for doing business on the Internet: the nature of the Internet, visibility on the Web, the user, reputation, technology, performance, competition, potential, and the future of the network of networks.

“222 Tips is a summary of the ideas and experiences we’ve gained by working together with our clients since the beginning of the Internet”, explained the authors.

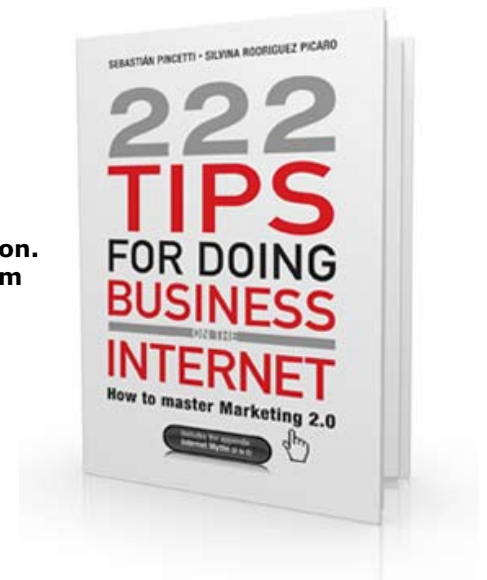
With forewords by Gioia-Wencelblat, Managing Director, Burson- Marsteller Miami, and David Moffly, CEO of BaebleMusic.com, “222 tips for doing business on the Internet” provides essential information for achieving an effective, well-positioned website, which is accessible to all audiences.

The book will also have a constantly updated website -[222tips.biz](http://222tips.biz)-, where visitors will be able to find new tips for doing business on the Internet and propose new tips as well as to download material and make inquiries.

### The authors

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### About SRP Interactive

SRP Interactive specializes in developing Websites, Applications, Online Games, Social Networks, Viral Marketing Strategies, SEO, Online Advertising, Motion Graphics, Mobile, among other digital solutions to achieve Marketing goals through effective and innovative actions.

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