



News

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Global Rights Deal Announcement: Internet Marketing Book to be Translated Into Chinese

Troy, Michigan – Corey Perlman, along with Wiley Publishing, have entered into a deal to translate his book, *eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business*, into Simplified Chinese. The book will be available in this language sometime in early 2010.

eBoot Camp was published in English on January 20th 2009 and ranked #1 on Amazon.com for four straight days in the marketing and retail categories. The avalanche of bad news on the US economy has not dampened sales. “A struggling economy makes my book that much more timely,” says Perlman. “The book empowers people to roll up their sleeves and take action to find new business via the Web. Instead of spending thousands of dollars, they can spend a few hours a week and put those dollars back in their pockets.”

About eBoot Camp

The purpose of *eBoot Camp* is to help business owners learn the skills needed to take on the roll of Internet marketer and save thousands of dollars in the process. Written in layman’s terms, the book provides easy to do techniques and strategies to help small business owners and entrepreneurs win the war for online attention.

Perlman’s *eBoot Camp* includes a thorough explanation of basic Internet Marketing tools:

- Search Engine Optimization (SEO) strategies
- How to create and use a blog
- How to write and submit online articles and press releases
- How to use email marketing to stay connected with customers
- Website design and usability
- Video, Google Adwords, and more

Each chapter provides a detailed overview of the topic and then a step-by-step walkthrough on how to put the concept into action. Perlman also provides his favorite Internet marketing resources, like *constantcontact.com* for writing online newsletters or *emailwire.com* for submitting press releases. There are also success stories from Perlman’s clients who have effectively used the strategies outlined in the book. Also included are sections for readers to brainstorm and record their progress so they can easily translate their work to the Internet when ready.

For more information, please visit <http://www.ebootcampbook.com>

