



News

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eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business

By Corey Perlman

Down Economy Forces Small Business Owners to take on roll of Internet Marketer

As the economic news continues to worsen, businesses are looking for ways to do more with less and eliminate unnecessary expenses wherever possible. *eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business* (Wiley; January 2009; \$22.95; ISBN: Cloth) by Corey Perlman is helping 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, this 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.

No matter the state of the economy, the Internet will continue to play a critical role in every business moving forward. *eBoot Camp* demystifies the complexity of Internet marketing and enables anyone, no matter their profession, to roll up their sleeves and actively go out and find new customers via the Web.



Corey Perlman, (**Royal Oak, MI**) is the President of eBoot Camp, Inc., an education company that provides people with the knowledge and skills to effectively market their business on the Web. Through fun, interactive books, seminars, and workshops, he has helped thousands of business owners become savvy Internet marketers. A Florida State Graduate, Perlman started his career with the eCommerce Division of General Motors and then left GM to help build an Internet start-up company. After the sale of the start-up, Perlman began teaching his Internet marketing course to real estate clubs throughout Southeastern Michigan. Upon the success of those seminars, Perlman wanted to get his Internet marketing message to more business owners throughout the world. He took the content from his seminars and translated it into a written program, which inevitably became the *eBoot Camp* book.

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