



Developing eBay Business Tools For Dummies

John Kaufeld, Tim Harvey

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- Features ready-to-use applications-all available on the CD-ROM-that eBay sellers can plug right into their pages; more advanced users can tweak the applications to suit specific needs
- Shows you how to streamline an eBay business by leveraging programming technologies and the eBay API (application program interface)
- Explains how to connect eBay pages to the APIs of related companies (PayPal, Fed Ex, UPS, and the USPS) as well as to Microsoft Office applications such as Outlook and Excel
- Provides expert tips and tricks for implementing eBay technologies such as image handling, shipping calculators, enhanced About Me pages, and back-office tools



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