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Ebooks are Promotional Powerhouses

By Samir Jhaveri

Ebooks are part of the new frontier of cyberspace. They are an entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet grows, causing the exposure of your ebook to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes ebooks so important and so unique. Ebooks have certain abilities and qualities that other mediums do not possess.

For example, ebooks are fairly easy to produce, and their production cost is inexpensive. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer, and the right software.

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Ebooks have a particular kind of permanence that other mediums do not possess. Television shows and radio shows air once, and then may rerun a few times. Ebooks remain on your computer for as long as you choose, and they can be read and reread whenever you choose to. They can even be printed out and stored on the shelves of your traditional home library.

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How to Use ebooks for Marketing and Promotion

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Where can I find discounts on promotional products

By Josef Baumann

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Where can I buy promotional products ?

There are several places where you can buy promotional products. The most distributors have their own webpages where you can inform yourself about the promotional products they sell. Some of these webpages have their own online-shops where you can buy products directly. There you will get the information you need without contacting these companies. (Prices, quantities, imprint area, color, setup charge) And when there is something you want to know you contact them by phone or E-Mail and you will quickly get response.

Now I tried to find a new way to buy promotional products without visiting each webpage of these companies. It takes a lot of time to do this. So I looked for a new way to find the promotional products I

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need.

There are several webpages on the internet who compare the prices of products from different companies so there can also be a webpage who compare the prices of promotional products. I went to several search engines and used the keywords "B2B promotional products" and "compare prices of different promotional products companies". And really I get a webpage who compare the prices of promotional products from different companies. <http://www.crobike.de>.

What are the advantages of this promotional products marketplace ?

The most important advantage is that you can compare the promotional products from different companies. You don't need to go to each webpage anymore. So you will save time and money. As a member of this webpage you will also get 5%–10% discount on thousands of promotional products at several different promotional products online shops. You will also get useful tools to compare the products. For example you can use a tool where you can remind several promotional products for later to compare the total costs of each purchase you want to make. (price/quantity, setup charge)

My opinion

Try it out. It's free of costs and you will also save time and money. You can use several useful tools and when you are a member you will get 5%–10% discount off the unit purchase price per item.

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