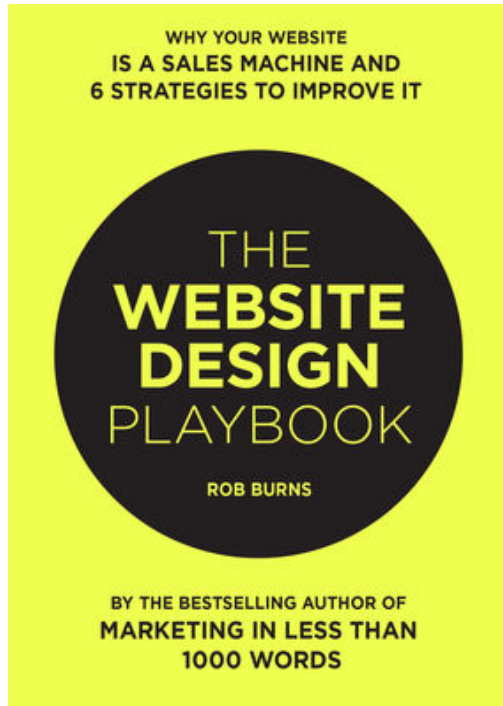


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This book gets you thinking at heart about what a website is supposed to do (turn visitors into customers) and how exactly it does it. Websites are more than simply pretty brochures. It's far better to think of them as "sales machines". And of course, you want your sales machine to work well. This book talks about that!

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