



## Food Industry and the Internet: Making Real Money in the Virtual World

Drew Smith

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### Food Industry and the Internet: Making Real Money in the **Virtual World**

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Who is making money on the Web and who is losing it? This book brings together the first two hundred and fifty stories to appear on the revolutionary food industry intelligence service efoodnews.com. We have interviewed many of the largest companies in the food and drink business and also those small/medium enterprises most actively pursuing e-commerce. This book concisely summarises and analyses the findings of these discussions and guides you to discover both the successful and unsuccessful strategies. If you are trying to develop a cohesive and creative online presence for your business then this book is tailor-made for you.



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