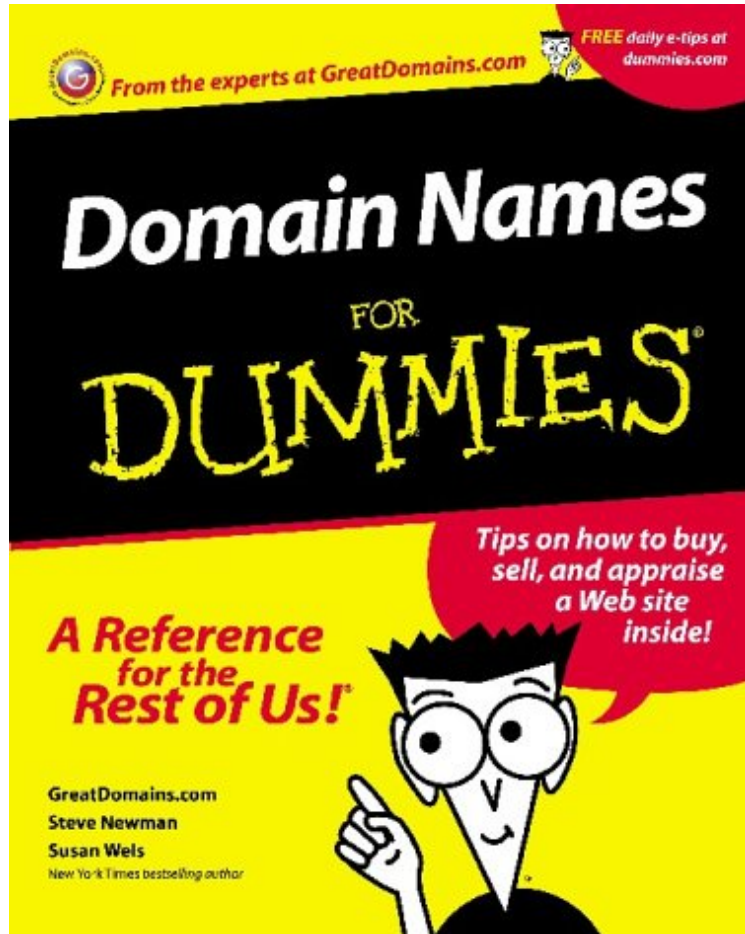


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seems mainly concerned with getting money to run its charities, and the consumer is a second priority. Domain Names for Dummies 20 of 20 people found the following review helpful. Dated, Biased, But Worth the Price By A Customer In general, I am a big fan of For Dummies books. However, this book does not live up to the usually high For Dummies standard for two reasons. This book was written at the height of the dot-com bubble, and GreatDomains.com wrote this book. Having GreatDomains.com write this book would be like having Weight Watchers write Dieting for Dummies. You can't expect unbiased advice from a leading company whose business model is selling expensive generic/descriptive domain names. There is a controversy on generic vs. proper names, but this is barely mentioned in the For Dummies Book. The opposite view, "The kiss of death for an Internet brand is a common (generic) name" is taken in the book "The 11 Immutable Laws of Internet Branding." I am not saying that one view or the other is correct, but a book on domain names should cover both sides. Chapter 3 is titled "The New Land Rush in Domain Names." The first section is "Understanding the Reasons Behind Skyrocketing Domain Name Prices." Since the book has been published, domain name prices have fallen faster than dot-com stocks. All of the domain name prices in the book should be reduced by a factor of ten or more. Still much of the book contains useful information, and the price is reasonable. You just have to keep in mind that the information is one-sided and written at the height of the dot-com bubble. A less biased but overly legal book is "Domain Names" by Elias Gima. Also look at "How to Select Buy an Elite Domain Name." 0 of 0 people found the following review helpful. This book is now obsolete By Steve Gobin This book was published in 2001 and, having worked in the domain name industry for over 13 years, I can confirm that this sector has lived a lot of evolutions since then, which have made this book obsolete (e.g. the way some registrars handle expired domain name, the existing policies for transferring a domain name to another registrar, domain name with non-Latin characters...). If you intend to register a domain name and don't know how to do, I recommend you Registering A Domain Name For Beginners, which I have just released. This e-book tells you how to proceed and what you need to pay attention to before, during and after the registration process.

These days, every business or organization needs a Web presence. But how to you find and register a memorable Web address? In this easy-to-follow guide, a preeminent domain name services firm walks you through the ins and outs of the domain name game, from registering and trademarking a new name to buying or selling an existing site.

From the Back Cover Tips on how to buy, sell, and appraise a Web site inside! Get tips on dealing with trademark issues and renting your name Your guide through the domain name maze These days, every business or organization needs a Web presence. But how do you find and register a memorable Web address? In this easy-to-follow guide, a preeminent domain name services firm walks you through the ins and outs of the domain name game, from registering and trademarking a new name to buying or selling an existing site. Discover how to: Choose and register a name and extension Protect your domain name using trademarks Buy or sell a name on the resale market Profit by renting your name Value and sell your Web business The Dummies Way Explanations in plain English "Get in, get out" information Icons and other navigational aids Tear-out cheat sheet Top ten lists A dash of humor and fun Get smart! www.dummies.com Sign up for daily e-tips at www.dummiesdaily.com Choose from among 33 different subject categories Get news you can use on everything from money to health to computers About the Author GreatDomains.com is the leading Internet broker for domain names and Web sites. Steve Newman is a cofounder of GreatDomains.com. Susan Wels is an award-winning, bestselling author, who writes on business and financial topics.