

Article Archive 1998

Dec 1998 - Making your web site a success Part 1

This is the third of a series of articles dealing with the practical applications of the Internet in business. Last month we discussed the benefits of the Internet. This month's article aims to give practical advice on how to make your web site a success and highlights some essential marketing techniques...

Nov 1998 - The Benefits of the Internet

This is the second of a series of articles dealing with the practical applications of the Internet in business. Last month we provided an overview of the Internet and attempted to unravel some of the jargon. This month's article aims to highlight the benefits of the Internet and consider whether a web site is a worthwhile business investment...

Oct 1998 - A basic anatomy of the Internet

This is the first of a series of articles dealing with the practical applications of the Internet in business. Initially we tackle the daunting task of providing an overview of the whole edifice, whilst unravelling some of the jargon...