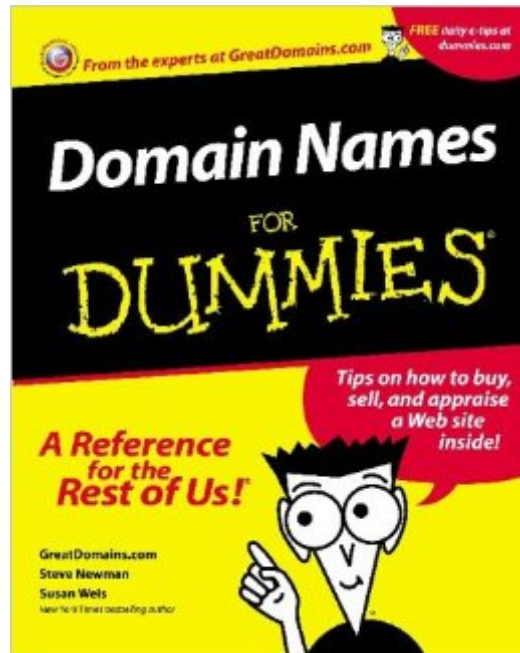# Domain Names For Dummies? (For Dummies (Computers))

## Synopsis

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

## Book Information

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Average Customer Review:  4.1 out of 5 starsÂ Â See all reviewsÂ (9 customer reviews)

Best Sellers Rank: #693,119 in Books (See Top 100 in Books)   #11 inÂ Books > Computers & Technology > Operating Systems > Unix > DNS & Bind   #177 inÂ Books > Computers & Technology > Internet & Social Media > E-Commerce   #381 inÂ Books > Law > Intellectual Property

## Customer Reviews

In general, I am a big fan of For Dummies books. However, this book does not live up 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."

I purchased "Domain Names for Dummies .Domain Names for Dummies Used from a Goodwill store on .com/ The book turned out to be the 2001 edition, 11 years old, and most of the information is now obsolete as the domaining industry has changed quite a lot since that time. The other problem I had with purchase form the Goodwill store, is that even though I paid an extra fee to get expedited shipping, the store personnel must have waited at least a week to mail it, and it was over 10 days arriving. One should exercise discretion in ordering used technology books and always check the year of publication before ordering. I spent over $20 for a book that should have been sold in the Goodwill thrift store for a dollar or two. From buying in the past from Goodwill online auctions, my experience is that you are taking a risk dealing with Goodwill Industries, Inc., unless you can hold the physical item in your hands, as Goodwill seems mainly concerned with getting money to run its charities, and the consumer is a second priority.Domain Names for Dummies

Everebody interested by the domain name industry has to read this book. It does not matter what level of expertise you already have on the subject: you will always find something you were not aware of and that will help you manage your portfolio of domain names. As the webmaster of the domain names portal ..., I was pleased to see people talking about this subject in a very professional way especially avoiding all the hype usually surrounding the domain names industry.

This is a clear introduction to an evolving and important topic. I have purchased domain name books that are completely out of touch with everything except the history of domain names (yawn!). This book is really useful. Very nice job from your DomainFool!

As the chief editor of... , I have literally seen thousands of emails from domain name and website owners seeking useful and simple to understand guidance that would help them make effective use of their online identities. This book is going to make our website community and subscribers extremely excited! Well Done!

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