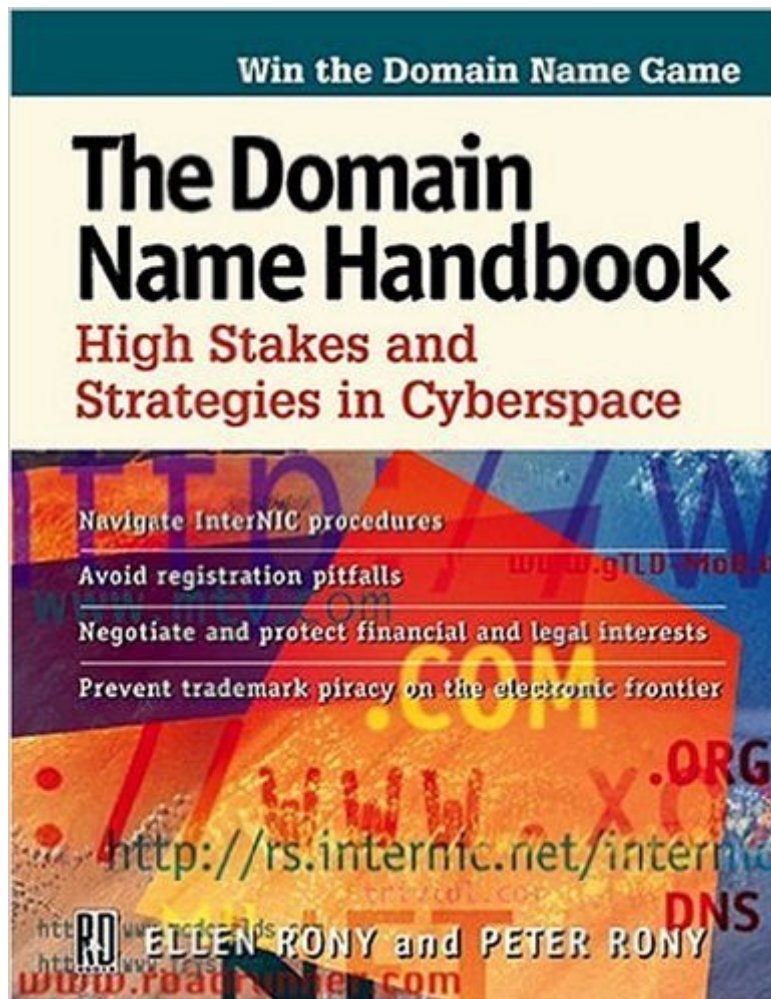


The book was found

The Domain Name Handbook; High Stakes And Strategies In Cyberspace



Synopsis

Learn how to get the domain name you need - and how to keep it! The Domain Name Handbook will guide you through the InterNIC registration procedures, warning you of the potential pitfalls, and presenting an up-to-the-minute report on the new top-level domain names and the competing registrars. You'll learn how to negotiate and protect your financial, legal, and operational interests, and you'll discover methods for preventing trademark intrusions and piracy. You'll also examine the debates, confusion, and conflicts people have faced while registering domain names - problems that you can avoid.

Book Information

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Customer Reviews

Remember the old saying, "What's in a name?" A name should represent a well known company, person, quality workmanship, products, and services. Nothing could be more true when we consider what is involved in registering and using domain names today. Ellen Rony and Peter Rony have written The Domain Name Handbook to provide readers with a considerable amount of detailed information about this often overlooked but essential element of establishing an online presence. When a company or person takes action to establish themselves online it is necessary for them to come up with a unique domain name that clearly represents the nature of their products, services, or other stated purposes of the Website. Sounds easy enough but this is not necessarily the case. One of the most hotly contested aspects of setting up a Website today is the selection and

ownership of a domain name. There are a number of factors to take into consideration in this crucial decision making process. Ellen Rony and Peter Rony do a masterful job of exposing the many pitfalls that could spell disaster for anyone wishing to set up shop online today. This 650-page book is packed with extensive information about many of the legal challenges that have been waged over the registration and use of domain names, including alleged copyright violations, trademark infringement, and actual court cases. This is the most comprehensive resource for domain name dispute case studies to date. It is heavily footnoted. Thumb through it to read up on what real people have experienced themselves. Many of the accounts will expose the darker side of the business world we compete in!

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