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**NEW BOOK REVEALS WHAT YOU *REALLY* NEED TO KNOW TO SURVIVE eBay**

*Skips the how-to basics and shares valuable tips, tricks and strategies for scam-free eBaying*

**September 13, 2005, San Francisco** – Now more than 114 million members strong, according to company data, eBay attracts all kinds of buyers and sellers and an unimaginable variety of items up for auction. Unfortunately, a lot of trashy products and unscrupulous people are mixed in with the legitimate business. **The eBay Survival Guide: How to Make Money and Avoid Losing Your Shirt** (No Starch Press, September '05) faces this reality head-on and shows readers how to get the best experience from the online auction site while steering clear of the bogus offers and shady characters.

**The eBay Survival Guide** will be a valuable resource to both seasoned and novice eBay-ers, whether they use the site for fun or for serious moneymaking. A regular contributor to AuctionBytes.com, author Michael Banks dispenses advice in clear, understandable terms without addressing his readers as if they're "dummies." At the same time, it's filled with entertaining anecdotes from Banks' own auction experiences and engages the reader with its friendly tone.

Among the book's gems, **The eBay Survival Guide** includes:

- Secret strategies to help bidders win any auction
- Advice on setting prices and writing item descriptions that sell
- Search techniques to help you find sought-after items, research competitors and uncover "hidden" merchandise
- How to avoid being ripped off – and what to do if you are
- Recommendations for how to handle non-paying bidders and/or sellers who fail to deliver merchandise or who send defective products

"I admit it; I've been obsessed with eBay for years. The problem I've noticed with other eBay-related books is that too many of them are simply step-by-step manuals that show how to navigate eBay. Who cares? It's a website; it's easy to navigate," said Bill Pollock, founder of No Starch Press. "**The eBay Survival Guide** skips all that and gets right to what people (like me) really want and need to know – how to get the best price if you're selling; how not to overpay; and how not to get ripped off. Now that's information that even a cheap-ass eBay-er like me would pay for."

eBay can be a minefield for the ill-prepared. **The eBay Survival Guide** will help users anticipate and avoid the pitfalls, so they can enjoy their online auctioning experience – while also making some money and/or finding the object of their desires.

**ABOUT THE AUTHOR:** Michael Banks has been trading online since 1983, when he sold an old printer for parts. He's been an eBay seller and active bidder for several years and considers eBay the most fun, efficient, and varied online auction site. A full-time writer for more than 20 years, Banks has authored more than 40 books and has published countless articles on topics as varied as technology, model rockets, and writing.

**The eBay Survival Guide: How to Make Money and Avoid Losing Your Shirt  
by Michael Banks, September 2005, 352 pp., \$19.95, 1-59327-063-1**

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