

Marketing and Selling on the Internet

Many businesses market and sell their products and services through the [Internet](#) .

Virtual malls offer books, wine, travel services, home mortgages, and a host of other items to the Internet's varied population of users.

Businesses also save money and improve customer relations by providing online service and support.

Today, many businesses are beginning to advertise on the Internet. You can shop for homes across the country from the comfort of your living room, and test-drive a car while seated at your desks.

As the Internet becomes more commercialized, new opportunities will arise for both businesses and consumers.