



Prepaid 101 (Paperback)

By Gene Retske

Createspace, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The prepaid services industry is one of the fastest growing industries in the U.S. and the world. In 2009, the industry was over \$330 billion. Prepaid 101: Lessons in the Basics, is a compilation of the very popular Prepaid 101 series of articles by editor Retske, aka Professor Retske, offering readers lessons in a wide array of technical, business, and marketing topics, all focused on the prepaid industry. This highly acclaimed series of articles ran for seven years in The Prepaid Press, the leading prepaid industry publication. Prepaid 101: Lessons in the Basics covers prepaid calling cards, gift cards, prepaid cellular, debit cards, loyalty programs and more. The articles cover: * What is prepaid and how can you make money in it? * What are the hottest prepaid products? * How do prepaid services work? * What are consumers looking for, and avoiding? * Prepaid calling cards * Prepaid cellular/wireless services * Point of Sale technologies * Selling prepaid * Making money and increasing profits * Gift cards * Debit cards And much, much more! A special 23 page white paper spelling...



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