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THE eBAY PRICE GUIDE: WHAT SELLS FOR WHAT IN EVERY CATEGORY

June 13, 2006, San Francisco—Every eBayer knows that setting prices and deciding how much to bid is a delicate art. While there are many pricing guides for specific collectibles, **The eBay Price Guide: What Sells for What (in Every Category!)** (No Starch Press, June 2006, <http://www.nostarch.com/ebaypg.htm>) is the first reference to help you determine how much to bid or how much to pay on eBay for a truly vast array of items. This new book is filled with exhaustive lists of selling prices for items ranging from rare books and sports memorabilia to computer parts and video games, covering nearly every eBay niche and the most popular subcategories. With its companion CD full of additional reference material and software for accessing real eBay auction statistics, **The eBay Price Guide** is the first and only book to contain comprehensive pricing and bidding information.

If you've consulted any sort of collectibles or auction price guide, you'll know the value of a reference like **The eBay Price Guide**. Author Julia Wilkinson has applied her online auctioning expertise to come up with in-depth price lists for the most highly trafficked eBay categories, together with pages of helpful tips and advice for successful buying and selling in every single one.

The eBay Price Guide comes with a customized version of HammerTap's DeepAnalysis auction research software on CD-ROM (for Windows XP or higher). Readers can use it to sift through pricing data from a huge number of eBay auctions to better evaluate the eBay market, predict how items will sell, and find the deals. The CD also includes "The eBay Appetizer," an eBooklet that describes how to get started on eBay, as well as "The Seller's Guide" and "The Auction Accelerator," with lessons from a seasoned Internet business coach. Readers receive 20 percent off their first three months' subscription to DeepAnalysis too.

"I've grown really tired of tracking the prices of items I'm interested in buying (or selling) in my eBay watch lists. That's why I can't wait to have this reference handy," said Bill Pollock, founder of No Starch Press. "Paired with the DeepAnalysis data, it's everything a person needs to win more on eBay."

Sellers will find **The eBay Price Guide** invaluable as they attempt to gauge an item's going rate, while buyers will see, at a glance, which categories tend to be overpriced, where to find bargains, and how to bid competitively.

Additional Resources:

Table of contents: http://www.nostarch.com/ebaypg_toc.htm

Sample chapter: http://www.nostarch.com/download/ebaypg_ch1.pdf

ABOUT THE AUTHOR: Julia L. Wilkinson has been buying and selling a wide variety of items on eBay since 1999. She is the author of *eBay: Top 100 Simplified Tips & Tricks* (Wiley), *My Life at AOL*, and numerous ebooks including *Making Big Bucks off Catalogs on eBay* and *What Sells on eBay for What*.

The eBay Price Guide: What Sells for What (in Every Category!) by Julia L. Wilkinson
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