



# Penny Wise: The Complete Guide to Saving Money with Online Penny Auctions

*Joshua Waldron, Ken Knelly*

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Online penny auctions have exploded across the internet. This new way of getting everything from gift cards to laptops offers successful buyers unbelievable values – literally pennies on the dollar. The variation on the auction theme comes with a caution, though: Let the bidder beware. You may lose a bundle.

*Penny Wise: The Complete Guide to Saving Money with Online Penny Auctions* is the first comprehensive handbook for bidders. Whether you're a novice player or a seasoned buyer, this book will help you win more often, save more dollars, and avoid common mistakes. This straight-forward, easy-to-follow manual is written by a penny auction pro and a former journalist. It takes you from beginning to winning, helping you learn the techniques successful bidders use. Chapters examine:

- Origins of the penny auction industry
- The unique business model behind the sites
- Basic fundamentals and various auction formats
- Ways to know when to bid and when not to
- Developing an online identity
- Methods of tracking your success
- Recognizing red flags and problem sites
- Monetizing your wins
- Starting your own website

The guide includes Penny Point tips and Common Cents advice to help you dissect the jargon. If you're going to win penny auctions, you need this book. *Penny Wise: The Complete Guide to Saving Money with Online Penny Auctions* will help you get started, stay in the game, and take home more than pennies.

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