

**Sue Martin Mahar Jay Mahar**

# **The Unofficial Guide To Building Your Business In The Second Life Virtual World: Marketing And Selling Your Product, Services, And Brand In-world**

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The Unofficial Guide to Building Your Business in the Second Life . 5 May 2011 . Digital Birmingham - National Health Service (NHS) are training paramedics in Second Life 3D archi – The blog of an architect who has been building in SL for 6 months. The Gazette - Second Life is a virtual world where brands attempt to experiment with a new form of business marketing. ZDnet - In The Unofficial Guide to Building Your Business in the Second Life . Read PDF The Unofficial Guide to Building Your Business in the Second Life Virtual World: Marketing and Selling . Your Product, Services, and Brand In-World. The Unofficial Guide to Building Your Business in the Second Life . 25 Mar 2009 . 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