



Prepaid 101

Gene Retske

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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 out the details of the prepaid calling card industry is included in a bonus section of Prepaid 101. The secrets of the experts are revealed about this multi-billion dollar industry. Whatever your interest in prepaid - entrepreneur, consumer, analyst, financier, journalist - you will find these basic lessons in prepaid informative and valuable. The topics are selected to give the reader a broad understanding of prepaid with essential details covering every part of the industry.

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