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**Rob Snell**
Yahoo! Store consultant and
author of Y!Store blog

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# PUBCON 2008
# LAS VEGAS
## COME TO MY SESSIONS!

### E-Commerce and Shopping Cart Optimization

SESSION: THURS 10:15 am

Rob Snell, Ethan Giffin, Jimmy
Duvall, & moderator Joe Laratro

This session will take a look specifically at
e-commerce sites designed to sell products.
Topics include optimization, shopping cart
issues, monetary concerns, presentation, and
traffic ideas.

### Interactive Site Reviews: Focus on E-Commerce

SESSION: THURS 11:30 am

Rob Snell, Ethan Giffin