



# The eBay Price Guide: What Sells for What (in Every Category!)

*Julia L. Wilkinson*

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Every eBayer knows that setting prices and deciding how much to bid is a delicate art. While there are many guides to pricing for specific collectibles and the like, this is the first reference to help you determine how much to bid or how much to pay on eBay for a wide array of items.

*The eBay Price Guide* 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. Introductions to each category offer helpful tips and advice that you'll find invaluable on their own. But not only that, the version of the DeepAnalysis software included on the CD-ROM will have you sifting through even more pricing data from a vast amount of eBay auctions so that you can better evaluate the eBay market, predict how various items will sell, and find out where the deals are. You'll learn that you can sell Abbot & Costello's *Frankenstein* on 16 mm film or a hospital bottle from the Civil War for just over \$700, but for about a buck you can get an amber glass medicine jar or *The Bride of Frankenstein* on 8 mm film.

If you're an eBay seller, *The eBay Price Guide* will help you to anticipate how much an item will sell for. If you're a buyer, you be able to see at a glance which categories tend to be overpriced, where to find the best bargains, and how to bid so that you're more likely to get what you want.

Whether you're selling cell phones, a pair of used Levi's, or grandma's ancient (and dusty) vase, you'll find this book and software kit indispensable in your quest to set or get the right price on eBay.

The companion CD contains a demo version of HammerTap's DeepAnalysis auction research software, which sorts through licensed eBay data and statistics for all eBay market sectors to reveal market trends so sellers can develop strategies for success. 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. Users will receive 20 percent off their first three months' subscription to DeepAnalysis as well.

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