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Role of internet in the life of common man has improved incredibly over the years. Earlier we used internet for searching information and chatting with friends. The scenario has changed. Now internet becomes a necessity more than entertainment. Internet reduced the work load.

At one time, internet was considered as an optional tool by entrepreneurs. Now companies are considering internet as a key tool that manages most of the functions. For example, earlier banks manually done operations like account management, loan data management, mortgage data management, credit data management, debt data management etc. The job was really tedious and time consuming. After banks got computerized, entering data and dealing transactions becomes smoother. Likewise, most of the industries are depending on modern technological devices for running their business in a flawless manner.

If there were no robots then car assembling plants may have take more time in assembling car parts. So man is hunting for new innovations that can make his life really easier. As a business owner, knowing the role of Internet in business will help you to exploit its powerful opportunities. It not only offers growth in the business, but also makes operations more effective. Some of the application of Internet in the growth and success of business are as follows:-

Instant communication - Earlier we were depending on telephone and snail mail to communicate with each other. With the introduction of Internet, communication between people living in different countries becomes easier. Most of the companies are using Internet technologies like email, chat software, social networking sites, video conferencing tools and Skype Internet to communicate with each other. This improved business opportunities. Companies started getting more new projects. Intercontinental businesses flourish with the fast and cost efficient methods of communication.

Growth â€“ Role of Internet in the growth of business is improving at a fast pace. The latest technology paves the way for reaching wider audience across the globe. Selling and buying promoted business. Most of the companies even started online division to streamline the business.

Marketing - Online marketing is a powerful tool in encouraging business. Most of the companies are using marketing tools like email advertisement, text advertisement, display advertisement, pop-up advertisement etc. for advertising different products and services. HTML advertisements and video ads are also used to catch the attention of the customers. By replacing traditional marketing methods companies are on the path of cost effective and more influential advertisement methods. Online advertisement offers companies the opportunity to target specific group. This improves sales, thereby growth of the company.

Recruitment and training â€“ Online chatting and emailing techniques helps companies to conduct interviews and tests without wasting much time and energy. Video conferencing help them to conduct a face to face interview or talk with the interviewee. Most of the companies also check social networking sites to get connected with like-minded professionals. People are finding good employees and partners through various social networking sites. Training is the next step of recruitment. Virtual classrooms gives employees most of the training session. This makes training more trouble-free and time saving.

Online shopping â€“ With the introduction of Internet, people started online shopping sites to sell their products. Instead of having a real space, they are doing business from a virtual space. This reduced time, effort. Ecommerce and online payment sites allows people to shops and pay bills from the

comfort of their homes.

As internet becomes an avoidable part of business, there come more and more Internet service providers. Home entertainment and communication provider such as Xfinity Internet is one of the leading providers. They are providing services as per our requirements and budget.

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As a freelancer, Ann is interested in knowing more about latest technologies and its importance and implementation in todayâ€™s society. She collects details about new technologies from her home computer powered by a Xfinity Internet.

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