



16745 West Bernardo Drive
Suite 400
San Diego, CA 92127

Contact

Miva, Inc.
Alissa Fry-Harris
Afry-harris@miva.com

New Book and Podcast by Miva CEO Explores Independent eCommerce in an Amazon World

eCommerce Veteran Rick Wilson Publishes Master Class in Profitable Online Selling

Chicago, IL – June 26, 2019 – Miva, Inc., eCommerce software and service provider for mid-size and enterprise merchants, today announced from the Internet Retailer Conference & Exhibition (IRCE) the launch of CEO Rick Wilson’s book and companion podcast, *Dragonproof Ecommerce: You Vs. Amazon - How To Protect Your Online Business, Products, And Customers*.

In *Dragonproof Ecommerce*, Wilson draws on his 20 years of executive-level experience and unique vantage point in the world of eCommerce to explore the foundational elements of sustainable, profitable online selling. The *Dragonproof Ecommerce* book and podcast cuts through the hysteria surrounding the rise of the Amazon “dragon” and makes an argument for viewing the eCommerce giant as a catalyst for positive change.

“This isn’t a matter of ‘which of the strong shall survive?’ but more ‘who will gain strength by adapting to changing conditions?’” writes Wilson in *Dragonproof Ecommerce*, “...Those who embrace an economy in which Amazon exists, and springboard off the giant to deliver *better* solutions, will thrive.”

Dragonproof Ecommerce: You Vs. Amazon - How To Protect Your Online Business, Products, And Customers is available for purchase on Amazon.com. Those interested in subscribing to the *Dragonproof Ecommerce* podcast and newsletter can do so at <https://www.dragonproofbook.com>.

The author will be signing books at IRCE in Miva booth #2329 on Wednesday, June 26, 2019 from 4:30pm – 6:00pm. Visit **dragonproofbook.com** to learn more.

About Rick Wilson

Beginning in 1999 as Director of North American Sales with the original Miva Corporation, Rick Wilson positioned the company as the most broadly distributed small business eCommerce platform of the time, and by 2009 had orchestrated Miva's conversion to a SaaS platform. Miva now serves both small to mid-size businesses and a growing list of enterprise level clients, together generating over \$5 billion annually in online sales. In the ensuing years, Rick's broad grasp of the complex inner workings of eCommerce, and his keen analysis of the interplay of online marketing, web-based technology platforms and back office operations have qualified him as one of only a handful of such eCommerce experts worldwide.

About Miva, Inc

Since 1997, Miva has delivered expertly-designed eCommerce solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end eCommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise eCommerce solution from a single source. Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit miva.com for more information.