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## SEARCH ENGINE MARKETING



McGraw-Hill Osborne Media. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 9.1in. x 7.3in. x 0.7in. Revolutionize Your Internet Marketing Leverage today's Internet marketing strategies to reach customers, increase sales, and establish performance-based marketing in your organization. Search Engine Marketing explains how to use Web analytics, key performance indicators (KPIs), search engine optimization (SEO), and search marketing-the critical tools for success. Multichannel marketing, which uses radio, TV, and print to broadcast your message, is also covered. The book includes revealing interviews with...

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