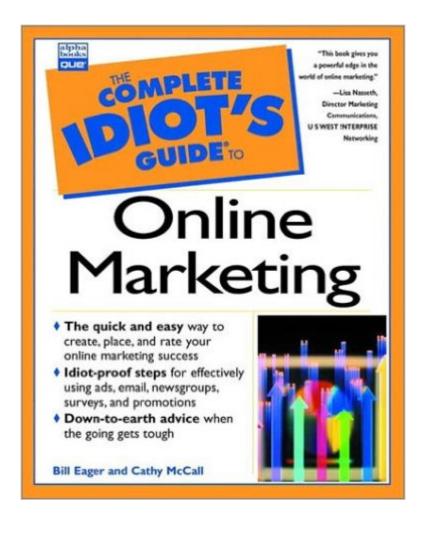
The book was found

Complete Idiot's Guide To Online Marketing (The Complete Idiot's Guide)





Synopsis

Author Bill Eager shows you how to use valuable data to serve your firm AND your customer. He shares secrets for using e-mail, newsgroups and forums to get your message. Learn how to discover the latest demographics of the online world, and how to effectively tie "real world" marketing into your online efforts. You receive: no-nonsense discussion of the steps to create, place and measure the success of your online marketing, simple explanation of the terminology of Internet marketing, valuable tips for effectively using ads, e-mail, newsgroups, surveys and promotions to get results, and case studies of successful Internet marketing campaigns.

Book Information

Paperback: 308 pages Publisher: Alpha (1999) Language: English ISBN-10: 078972037X ISBN-13: 978-0789720375 Product Dimensions: 0.1 x 0.1 x 0.1 inches Shipping Weight: 1.2 pounds Average Customer Review: 4.0 out of 5 stars Â See all reviews (1 customer review) Best Sellers Rank: #286,730 in Books (See Top 100 in Books) #82 in Books > Computers & Technology > Internet & Social Media > Online Searching #556 in Books > Computers & Technology > Networking & Cloud Computing > Networks, Protocols & APIs #2144 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

I often forget the importance of keeping up with my website marketing reading offline. This book gave me resources that no other book has provided me, and statistics I've needed in recent months. Stresses importance of offline and online marketing coordination.

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