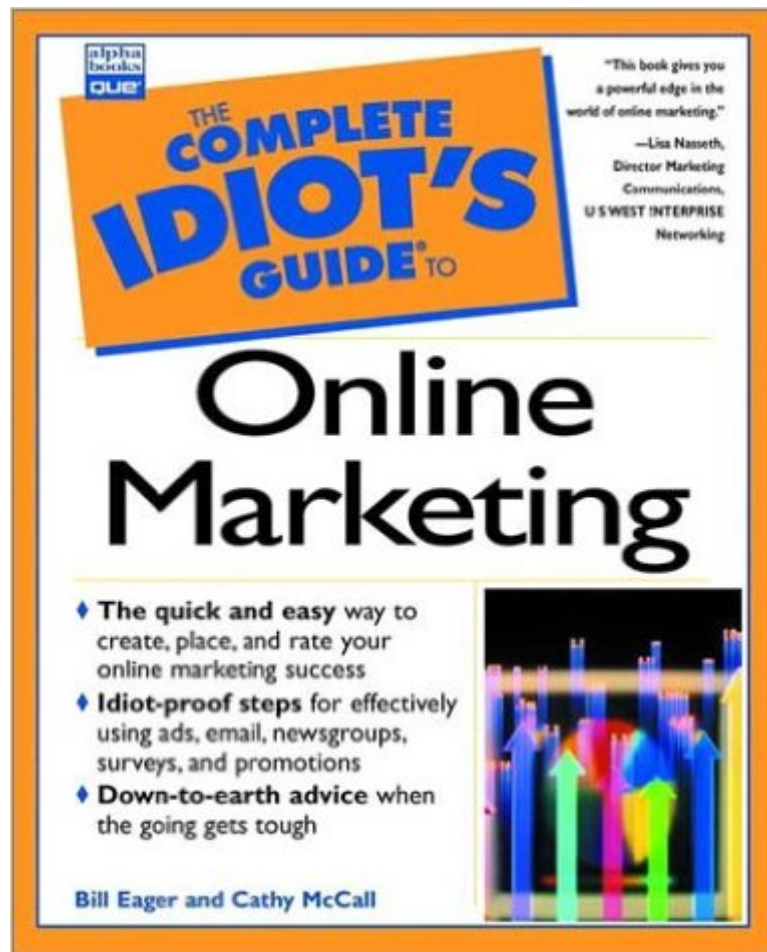


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# Complete Idiot's Guide To Online Marketing (The Complete Idiot's Guide)



## 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

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## 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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