

The Ultimate Marketing Toolkit - Paula Peters

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From e-mail to YouTube, Facebook to webvertising--the tools of marketing have never changed so quickly. Now marketing professionals can ensure their business has the best marketing plan, supported by the most cutting-edge techniques. This book gives marketers what they need to make their businesses thrive. In simple, nontechnical language, Paula Peters shows professionals how to use marketing tools like: Blogs and blogging; Pay-per-click advertising; Search engine optimization; E-mail offers; E-newsletters. Filled with samples and resource lists, this book is the only book a marketing professional will ever need. Author: Peters, Paula Publisher: Adams Media Illustration: N Language: ENG Title: The Ultimate Marketing Toolkit Pages: 00240 (Encrypted PDF) On Sale: 2010-10-30 SKU-13/ISBN: 9781598698930 Category: Business & Economics : Marketing - Multilevel

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