

Manager's Guide To Online Marketing - Jason Weaver

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For busy managers, a comprehensive crash course on today's most important marketing platform. Online marketing has evolved far beyond just websites and banner ads. Increasingly, a business's credibility now rests on its ability not to just embrace digital platforms, but to coordinate a broad spectrum of media in every campaign. *Manager's Guide to Online Marketing* explains how to do this and more by planning and executing effective cross-channel digital outreach using an array of the latest, most sophisticated tools and strategies. Jason Weaver is a leading authority in social media with more than 15 years experience as an entrepreneur, executive, and innovator. Author: Weaver, Jason Publisher: McGraw-Hill Illustration: N Language: ENG Title: *Manager's Guide to Online Marketing* Pages: 00224 (Encrypted EPUB) / 00224 (Encrypted PDF) On Sale: 2013-01-15 SKU-13/ISBN: 9780071801874 Category: Business & Economics : E-Commerce - Internet Marketing

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