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Search Engine Marketing Mike Moran

Author of the acclaimed book on Internet marketing, *Do It Wrong Quickly*, on the heels of the best-selling *Search Engine Marketing, Inc.*, Mike Moran led many initiatives on IBM's website for eight years, including IBM's original search marketing strategy. Mike also serves as a senior strategist for Converseon, a leading social media consultancy based in New York City.

Digital Marketing Author, Speaker, and Consultant - Mike Moran

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About Mike Moran: Mike Moran is an expert in digital marketing, search technology, web personalization, text analytics, and web metrics, who regularly ma...

Mike Moran (Author of Search Engine Marketing, Inc.)

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Search Engine Marketing, Inc. (3rd ed.) by Mike Moran (ebook)

Bio: Mike Moran is the co-author of the best-selling book *Search Engine Marketing, Inc.*, now in its Third Edition. Mike is also the author of the acclaimed Internet marketing book, *Do It Wrong Quickly: How the Web Changes the Old Marketing Rules*, named one of best business books of 2007 by

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"With *Search Engine Marketing, Inc.*, Bill Hunt and Mike Moran have successfully updated what is already known in the industry as "The Search Marketing Bible." With new content, examples, and insight including social media and Web site search, this is a must read book for marketers at companies of all sizes from startups to the Fortune 100."

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Mike Moran is an expert in digital marketing, search technology, web personalization, text analytics, and web metrics, who regularly makes speaking appearances. Mike's previous appearances include The Conference Board, Text Analytics World, ClickZ conferences, Sentiment Analysis Symposium, Advertising Week, and Webdagene.

Mike Moran (Author of Search Engine Marketing, Inc.)

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