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MASTERING SEARCH ADVERTISING: HOW THE TOP 3 OF SEARCH ADVERTISERS DOMINATE GOOGLE ADWORDS



iUniverse. Hardcover. Book Condition: New. Hardcover. 112 pages. Dimensions: 9.1in. x 6.1in. x 0.7in.Mastering Search Advertising shares insight and professional guidance from an expert Internet marketer on how to launch, manage and improve already-existing pay-per-click campaigns, providing an inside look into a largely undiscovered and exciting industry. Richard Stokes, founder of AdGooroo, a leading search engine intelligence company, has over 15 years of experience in advertising and technology management and includes real-life examples, case studies and charts that reveal not...

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