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



iUniverse, United States, 2008. Paperback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****. 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...

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- Authored by Richard Stokes
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