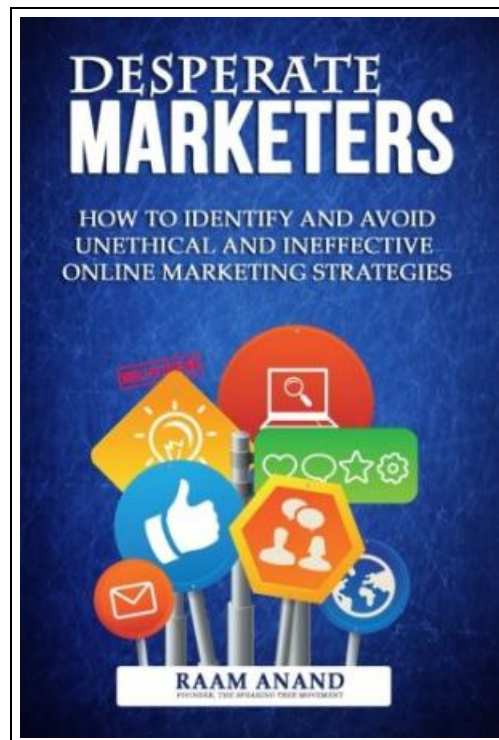


## Desperate Marketers - How to Identify and Avoid Unethical and Ineffective Online Marketing Strategies (Paperback)



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(Dr. Janis Reilly)

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Stardom Publishing, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.By pulling back the curtains in the online marketing (also called as Internet marketing or SEO industry) Raam Anand helps people clearly see what s happening in this sector, what s working and what s not. A lot of hype is making rounds in the name of Internet marketing and Raam has started a movement against marketing companies, consultants and agencies that perpetrate unethical and ineffective online marketing strategies (and services). As a veteran Internet marketer himself and having more than a decade of experience in this industry, Raam busts some of the deep rooted myths and shows how unscrupulous marketers and marketing companies are still using stale technology to take their clients for a royal ride. This book is not just about problems. It will also provide you the solutions to these pressing problems. This is a huge industry and every day, hundreds of thousands of people are being victimized by unethical marketing practices. This book will lay it out in front of you, help you identify unethical marketing practices and steer you away to finding other effective solutions for achieving your results. This is all about finding new ways to achieve STARDOM in your industry, without getting victimized by unethical SEO or marketing perpetrators. Hype, as it is known in Internet marketing parlance, is an idea that is all about a strategy or a technique that s made to appear huge and larger than life, by unscrupulous marketers. They call it the next big secret and start selling their secret sauce to unsuspecting customers. Hopefully this publication will help you understand how to identify hype from reality and staying away from unethical marketing, leading to finding new, stable, independent strategies...



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