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## The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation

By Joe Plummer, Stephen D. Rappaport, Taddy Hall, Robert Barocci, Ridgway H. Hall

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation, Joe Plummer, Stephen D. Rappaport, Taddy Hall, Robert Barocci, Ridgway H. Hall, Praise for The Online Advertising Playbook "Finally, someone has documented all we know about online advertising and how to do it right. As much as this confirms that online advertising really works, we know that marketers don't always get it right. The ARF's The Online Advertising Playbook provides critical insight on what sticks and what doesn't in online advertising and marketing." -Greg Stuart, CEO and President, Interactive Advertising Bureau and coauthor of What Sticks "The Online Advertising Playbook's principles, case studies, and strategic insights equip marketers with the best knowledge available. It will help your online advertising achieve the full range of marketing objectives, from lead generation and customer acquisition to driving trial and loyalty." -Tim Kopp, Vice President, Global Interactive Marketing, The Coca-Cola Company "To grow interactive marketing from here we need to institutionalize our wisdom and experience about what works. This book explains, in a disciplined way, what marketers have learned from a decade of massive change." -Ted McConnell, Interactive Innovation...

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