

Cutting Edge Advertising How To Create The Worlds Best For Brands In 21st Century Jim Aitchison

Robotics is currently one of the most popular hands-on applications of STEM in schools. High-interest text filled with fascinating and up-to-date information teaches readers all about the technology of robotics and the many ways robots are used around the world today.

Master practical strategic marketing analysis through real-life case studies and hands-on examples. In *Cutting Edge Marketing Analytics*, three pioneering experts integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. They fully detail a best-practice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you'll need to allocate resources, define optimal marketing mixes; perform effective analysis of customers and digital marketing campaigns, and create high-value dashboards and metrics. For each marketing problem, the authors help you: Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what-if scenarios and define optimal solutions Connect your insights to strategic decision-making Each chapter contains technical notes, statistical knowledge, case studies, and real data you can use to perform the analysis yourself. As you proceed, you'll gain an in-depth understanding of: The real value of marketing analytics How to integrate quantitative analysis with managerial sensibility How to apply linear regression, logistic regression, cluster analysis, and Anova models The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and/or business intelligence; and for students and faculty in all graduate-level business courses covering Marketing Analytics, Marketing Effectiveness, or Marketing Metrics

"Cutting Edge Advertising" offers a step-by-step plan for creating outstanding 21st century print advertising. Along the way, Aitchison presents more than 300 of the world's best ads--each discussed, analyzed and critiqued, frankly and provocatively, by the people responsible for them. This book is a goldmine for every advertising agency copywriter, art director, and account supervisor; in-house agency; and for every newcomer to the field.

Forewords by David Hebel, Founder & CEO, Digital Juice, Inc. and Steve Weiss, Partner, Zacuto Do you want to stand out in today's competitive wedding, corporate, and event video markets? To be paid what you're worth for the creative work you produce? To find an extra two hours a day to pursue your passion? To get out from under the backlog of unfinished projects? If the answer is "yes," then this book was written for you. Read a few pages and you'll find the authors' unique approach to the business of video production is unlike what you've heard or read before. With good humor, practical advice, and a healthy dose of reality, Ron and Tasra Dawson show you how to get your business on track and transform it into the one of your dreams. The result is increased

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creativity, financial gain, less stress, and more time and energy to pursue the projects you are truly passionate about. You'll learn to: Reclaim 525 work hours per year with one simple strategy Implement action items you can use today to start getting paid what you're worth Assess and transform your current sales and marketing Design a powerful brand experience to amaze your clients and turn them into company evangelists Supercharge your marketing with social media like Twitter, Facebook, and blogs Break into commercial video production for year-round profits You can also network and stay up-to-date at the companion Web site, bladeronner.com. Click the ReFocus link. "Ron and Tasra will help you move mountains in your business." —Lance Gray, CEO, PixelPops Design, LLC

"I know how busy we all can get, but if you read this book and apply the information, it will turn your world around." —David Robin, David Robin Films First published in 1983, Jay Levinson's GUERRILLA MARKETING has become a classic in the field of business, revolutionising marketing for small businesses all over the world and creating a new way to understand and gain market share. It also launched a veritable Guerrilla Marketing industry, including dozens of future Guerrilla books, CDs and speaker events. In GUERRILLA MARKETING Jay Levinson's take-no-prisoners approach to finding clients is on full display, as he offers hundreds of marketing ideas that really work and a new roadmap for small-business success in the global marketplace. Filled with leading-edge strategies for marketing on the Internet, putting new technologies to work, targeting prospects, cultivating repeat and referral business, and being a manager in the age of telecommuting and freelance employees, among others, GUERRILLA MARKETING will be the entrepreneur's marketing bible for the twenty-first century.

How do astronauts prepare for their missions in space? What recent discoveries and innovations have changed how astronauts train? With a focus on STEM, fascinating sidebars, and up-to-date facts, this book delves deep into the world of astronaut training.

A helicopter crash alters a Coast Guard rescue swimmer's life forever in Cutting Edge, a suspense thriller by USA Today bestselling author Ward Larsen Trey DeBolt is a young man at the crest of life. His role as a Coast Guard rescue swimmer in Alaska offers him a rewarding job and limitless adventure. Then a tragic accident alters his life: during a harrowing rescue, his helicopter goes down. Severely injured, DeBolt awakens in a seaside cabin in Maine, thousands of miles from where the accident occurred. His lone nurse lets slip that he has been officially declared dead, lost in the crash. Back in Alaska, however, Coast Guard investigator Shannon Lund uncovers evidence that DeBolt might still be alive. Her search quickly becomes personal, but before she can intervene, chaos erupts outside a cabin in the wilds of Maine. The nurse who has been treating DeBolt is brutally killed by military-trained assassins. DeBolt is only saved when a bizarre vision guides him to safety. Soon other images appear, impossible revelations that are unflinching in their accuracy. As he runs for his life, DeBolt

discovers he has been drawn into an ultra-secret government project. The power it bestows is boundless, both a gift and a curse. Yet one thing is certain: Trey DeBolt has abilities no human has ever known. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied. The goal of the book is to advance more systematic research in the fields of advertising and communication from an international perspective. Renowned communication researchers from around the globe have contributed to the making of this book.

From the author of *Let's Get Digital* and *Strangers to Superfans* comes a guide to advertising on the world's hottest book marketing platform: BookBub Ads.

- *Turn browsers into buyers with the right ad images.
- *Attract the right readers with optimized targeting.
- *Drive more sales for less money with enhanced bid strategy.
- *Learn when to run your BookBub campaigns for maximum impact.
- *Boost discovery of your books and improve visibility.
- *Train the retailers to recommend your books to the right customers.
- *Turbocharge series sales to dominate the charts with multiple books simultaneously.

BookBub Ads Expert will teach you everything you need to know, from what makes a killer ad to discovering your comparable authors so you can improve your targeting. It gives you a step-by-step guide to creating your first ads and shows you how to optimize your campaigns until you are achieving excellent results. Not only that, this guide will also show you how to level up and truly master the platform, with tons of strategic advice on how to use BookBub ads to support launches, promote backlist, create an international audience, push an entire series, or build up your readership at any retailer. You will also learn a series of ninja tricks and killer moves to help take your sales to the next level. Praise for BookBub Ads Expert: "David Gaughran knows more about book marketing than anyone on the planet. He's always on the cutting edge of what's working in a market that is constantly changing. Skip his wisdom at your peril."—USA Today Bestselling Author Ernest Dempsey

A chilling noir collection featuring fifteen crime and mystery tales and six poems from female authors. Joyce Carol Oates, a queen-pin of the noir genre, has brought her keen and discerning eye to the curation of an outstanding anthology of brand-new top-shelf short stories (and poems by Margaret Atwood!). While bad men are not always the victims in these tales, they get their due often enough to satisfy readers who are sick and tired of the gendered status quo, or who just want to have a little bit of fun at the expense of a crumbling patriarchal society. This stylistically diverse collection will make you squirm in your seat, stay up at night, laugh out loud, and inevitably wish for more. With stories by: Joyce Carol Oates, Margaret Atwood (poems), Valerie Martin, Aimee Bender, Edwidge Danticat, Sheila Kohler, S.A. Solomon, S.J. Rozan, Lucy Taylor, Cassandra Khaw, Bernice L. McFadden, Jennifer Morales, Elizabeth McCracken, Livia Llewellyn, Lisa Lim, and Steph Cha. Praise for Cutting Edge "The indefatigable Joyce Carol Oates gathers a strong list of names . . . Emerging and established

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authors provide attention-grabbing short works: especially notable are Edwidge Danticat's story on the quotidian horror of domestic violence, Bernice L. McFadden's comic take on the appropriation of racial friendship, and Lisa Lim's illustrations of a grotesque marriage." —Alfred Hitchcock Mystery Magazine "But of course, in the end, it isn't the themes or the innovations on the format of the short story anthology that make the tales collected in Cutting Edge most "feel" as if you were reading Joyce Carol Oates herself. It is the writing. The tight plots and fresh, flowing prose that go about their business until—snap!—the story's well-oiled mousetrap does its job." —New York Journal of Books "The 15 stories and six poems in this slim yet weighty all-original noir anthology . . . are razor-sharp and relentless in their portrayal of life, offering snapshots of dysfunction, everyday toil, and brief joy. It is unusual, however, in its scope, zeroing in not only on what the female characters endure but what they dish out Each story sears but does not cauterize, leaving protagonists and readers raw Fans of contemporary crime fiction won't want to miss this one." —Publishers Weekly

Sales Value Propositions are among the most effective sales tools available to business-business salespeople when it comes to building and sustaining credibility and rapport with customers and prospects. At the same time, they are frequently overlooked and consequently underutilised at every level of the organisation, especially by sales and marketing professionals. This book explains and positions the powerful role and proven effectiveness of Sales Value Propositions in advancing customer relationships and winning sales opportunities.

Today, the most clever brand communication is self-promulgating. Anyone currently working in brand communication is facing fundamental yet compelling challenges. In an age in which we are flooded with information, consumers are becoming more critical and discerning. They are deploying ever finer filters so that only the most relevant pieces of information ever reach them. Because of this development, traditional brand and advertising messages are far less likely to be seen. Taken by Surprise is a collection of communication measures that are innovative and relevant enough to overcome these hurdles. It features projects ranging from radical to glamorous, from flashy to subtle. They include limited special edition products resulting from collaborations between brands, artists, and designers; impressive corporate mailings and publications that have become collector's items; as well as guerilla urban interventions and exclusive events. The brand communication measures introduced in Taken by Surprise are so cleverly planned and disseminated that they become self-promulgating-- either through word of mouth or in the flow of digital information. Target audiences become brand ambassadors, customers become collaborators, and consumption becomes an experience. Taken by Surprise offers advertising agencies, designers, and marketing departments inspiration for the development of more original, more creative, and more attractive brand communication than ever

before.

Political advertising is as important as ever, ad spending records are broken each election cycle, and the volume of ads aired continues to increase. Political Advertising in the United States is a comprehensive survey of the political advertising landscape and its influence on voters. The authors, co-directors of the Wesleyan Media Project, draw from the latest data to analyze how campaign finance laws have affected the sponsorship and content of political advertising, how 'big data' has allowed for more sophisticated targeting, and how the Internet and social media has changed the distribution of ads. With detailed analysis of presidential and congressional campaign ads and discussion questions in each chapter, this accessibly written book is a must-read for students, scholars and practitioners who want to understand the ins and outs of political advertising. Social Media for Strategic Communication: Creative Strategies and Research-Based Applications Second Edition teaches students the skills and principles needed to use social media in persuasive communication campaigns. This book combines cutting edge research with practical, on-the-ground instruction to prepare students for the real-world challenges they'll face in the workplace. By focusing on strategic thinking and awareness, this book gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future. A broad focus on strategic communication – from PR, advertising, and marketing, to non-profit advocacy—gives students a broad base of knowledge that will serve them wherever their careers may lead. The Second Edition features new case studies and exercises and increased coverage of diversity and inclusion issues and influencer marketing trends. INSTRUCTORS: Your students save when you bundle Social Media for Strategic Communication, Second Edition with Freberg's Portfolio Building Activities in Social Media, Second Edition featuring 125 real-world activities across various social media platforms. Order using bundle ISBN 978-1-0718-6142-4.

Campaigns on the Cutting Edge evaluates the current trends of today's campaigns and assesses the innovative changes these well-tuned organizations are making on the presidential, congressional, and gubernatorial levels. As technology now allows candidates to announce their candidacies online, raise money through web fundraising, and mobilize supporters via smartphones, these increasingly mobile and integrated campaigns face the growing influence of outside interests. In the thoroughly updated Third Edition, author Richard J. Semiatin looks at the 2016 election and focuses on the growth of super PACs, the role of big data in campaigns, voter identification laws and their impact, and the ways in which technology increases the volume of information that campaigns use.

Now revised and updated, this classic book is still the definitive step-by-step guide to creating cutting edge print ads. It covers everything from how advertising works, how brand-building methodologies are changing, how to get an idea, and how copy and art should be crafted. It demystifies the advertising creative process, with page after page of practical, inspiring and often controversial advice from such masters as David Abbott, Bob Barrie, Tim Delaney, David Droga, Neil French, Marcello Serpa, and dozens more. Over 200 print ads and case histories reveal the creative processes at work in world-famous agencies in the US, UK, Asia and Australia. This new edition also includes an exclusive section featuring winning ads from the

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World Press Awards. No other book takes you on such a journey through the minds of advertising's creative leaders.

Twelve former and three current Cutco Cutlery sales professionals--with more than \$300 million combined in Cutco Cutlery sales--have gathered together to collaborate and share their influence, secrets, and real world wisdom.

When Nora English discovers that a victim at the scene of a suspicious fire at a bio-tech firm was killed prior to the accident, she reluctantly teams up with the company's security specialist to counter an anti-technology group.

Many people know that virtual reality is used in video games. But this cutting-edge technology is also used to train doctors, pilots, and more! This high-interest title introduces readers to the past, present, and future of virtual reality through engaging text and vibrant photos. A diagram shows off how virtual reality works, a pro/con comparison examines the technology of VR, and a graph explores how many people use this fascinating technology!

Cutting Edge Advertising How to Create the World's Best Print for Brands in the 21st Century FT Press

At seventy-three years young, #1 New York Times bestselling author and health guru Suzanne Somers has established herself as a leading voice on antiaging. With *A New Way to Age*, she "is at the forefront again, bringing seminal information to people, written in a way that all can understand" (Ray Kurzweil, author of *How to Create a Mind*) with this revolutionary philosophy for a longer and better-quality life that will make you feel like you've just had the best checkup ever. There is a new way to age. I'm doing it and it's the best decision I've ever made. I love this stage of my life: I have 'juice,' joy, wisdom, and perspective; I have energy, vitality, clearheadedness, and strong bones. Most of us are far too comfortable with the present paradigm of aging, which normalizes pills, nursing homes, and "the big three": heart disease, cancer, and Alzheimer's disease. But you don't have to accept this fate. Now there's a new way to grow older—with vibrancy, freedom, confidence, and a rockin' libido. This health bible from Suzanne Somers will explain how to stop aging like your parents and embrace cutting-edge techniques such as: balancing nutritional and mineral deficiencies; detoxifying your gut for weight loss; pain management with non-THC cannabis instead of harmful opioids; and much more. Aging well is mainly about the choices you make on a daily basis. It can be a fantastic process if you approach it wisely. After a lifetime of research, Suzanne came to a simple conclusion: what you lose in the aging process must be replaced with natural alternatives. In order to thrive you have to rid your body of chemicals and toxins. Start aging the new way today by joining Suzanne and her trailblazing doctors as they all but unearth the fountain of youth.

Today, new media enter our lives faster than ever before. This volume provides a complete, state-of-the-art overview of the newest media technologies and how they can be used in marketing communications - essential information for any organization that wants to maintain an effective advertising program, as well as for experts and students in the fields of advertising and mass communications. *Advertising, Promotion, and New Media* offers crucial insights on the use of cutting-edge techniques including 3-D advertising, mobile advertising, advergames, interactivity, and netvertising images, as well as more familiar Internet advertising formats such as banner ads and pop-ups. It also discusses such important topics as how to select online affiliates, and how to assess the effectiveness of new media advertising and compare it with traditional formats. Throughout the book, the chapter authors offer up-to-date information and thought provoking ideas on emerging technology and how it can be used

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effectively for advertising and promotion in the future.

The top global guide to print advertising has been fully updated with breakthrough work and new advice from the world's leading creative agencies in the United States, Britain, Australia, Asia, Europe, and South Africa. The text includes step-by-step techniques for creating brilliant advertising--from research and strategy through concept, design, and copy.

This edited book, *Global Social Work - Cutting Edge Issues and Critical Reflections*, presents global social work expertise, practical tools, and an iterative and reflective process for developing a global social work pedagogy that advances deep disciplinary learning. The authors offer the specifics of a justice based, decolonizing global social work education and practice. This book will be an asset to faculty communities interested in specializing in global social work. The book offers hope that the faculty, students, and practitioners of social work develop an intercultural, international, cross-border critical approach that further prepares them to meet the global standards of social work education and research and at the same time skillfully act, advocate, and transform global communities and their role in a globalized world.

When a top female skater takes a terrible fall, Nancy suspects sabotage. In this slippery world of fierce competition, ambition, and industrial espionage, is Nancy headed for a dance with danger?

In this book, leading experts discuss innovative components of complexity theory and chaos theory in economics. The underlying perspective is that investigations of economic phenomena should view these phenomena not as deterministic, predictable and mechanistic but rather as process dependent, organic and always evolving. The aim is to highlight the exciting potential of this approach in economics and its ability to overcome the limitations of past research and offer important new insights. The book offers a stimulating mix of theory, examples and policy. By casting light on a variety of topics in the field, it will provide an ideal platform for researchers wishing to deepen their understanding and identify areas for further investigation.

A step-by-step guide to creating cutting edge television commercials, exploring everything from how television communicates to how to sell concepts. Individual chapters address hot issues in advertising development, and global advertising leaders contribute their secrets to success.

Who Cut the Cheese? uses a delightful little fable to encapsulate the fundamental rule of modern American management and the new economy: "Survive change by shifting blame." The fable revolves around two malevolent rats and two spiteful "Punypeople" who find themselves trapped together in a maze, fighting over a dwindling supply of constantly moving cheese. Some characters adapt readily to this treacherous, shifting environment -- blaming the weak and overpowering the helpless. Others perish in horror, praying for death. Read this book and live! Written for all ages, the story can be understood by even the youngest reader: The "maze" is a metaphor for life, and the "cheese" is a

metaphor for whatever you desire in life -- be it worldly goods, spiritual well-being, or unspeakable sexual encounters too deviant even for the Internet. The more advanced reader will also understand the secondary message of the book: "Resistance is futile." As soon as change happens, we must accept it immediately or suffer the consequences. This heavy-handed lesson is designed to engender unquestioning obedience to authority, and makes the book an ideal gift for subordinates. Large companies would be well advised to give this book to each and every one of their employees, especially if they are considering a restructuring to bolster shareholder value. Extremely short, even including illustrations, the story takes less than an hour to read, but its unsettling conclusions on the nature of humanity should last a lifetime!

Rashaad gets his hair cut by the best barber in town who also introduces him to the joy of learning new words.

This volume expands upon and extends the work initiated by Renee Riese Hubert in *Surrealism and the Book* (University of California Press, 1987) by focusing acute critical attention on recent and contemporary artists' books. In *The Cutting Edge of Reading the Huberts'* develop a discourse which starts where the *livre d'artiste* leaves off.

The Intelligent Systems Series publishes reference works and handbooks in three core sub-topic areas: Intelligent Automation, Intelligent Transportation Systems, and Intelligent Computing. They include theoretical studies, design methods, and real-world implementations and applications. The series' readership is broad, but focuses on engineering, electronics, and computer science. Budget constraints and optimization in sponsored search auctions takes into account consideration of the entire life cycle of campaigns for researchers and developers working on search systems and ROI maximization. The highly experienced authors compiled their knowledge and experience to provide insight, algorithms and development techniques for successful optimized/constrained systems. The book presents a cutting-edge budget optimization approach that embraces three-level budget decisions in the life cycle of search auctions: allocation across markets at the system level, distribution over temporal slots at the campaign level, and real-time adjustment at the keyword level. Delivers a systematic overview and technique for understanding budget constraints and ROI optimization in sponsored search auction systems, including algorithms and developer guides for a range of scenarios Explores effects of constraints on mechanisms, bidding and keyword strategies, and the strategies for budget optimization that developers can employ An informative reference source for both software and systems developers working in the search auctions, marketing and sales strategy optimization, services development for online marketing and advertisement, e-commerce, social and economic networking

DANGEROUSLY GOOD. DISTINCTIVELY DEAVEY. Lincoln Rhyme and Amelia Sachs return to New York City to confront a killer terrorizing couples at their happiest--and most vulnerable. In the early hours of a quiet, weekend morning in

Manhattan's Diamond District, a brutal triple murder shocks the city. Lincoln Rhyme and Amelia Sachs quickly take the case. Curiously, the killer has left behind a half-million dollars' worth of gems at the murder scene, a jewelry store on 47th street. As more crimes follow, it becomes clear that the killer's target is not gems, but engaged couples themselves. The Promisor vows to take the lives of men and women during their most precious moments--midway through the purchase of an engagement ring, after a meeting with a wedding planner, trying on the perfect gown for a day that will never come. The Promisor arrives silently, armed with knife or gun, and a time of bliss is transformed, in an instant, to one of horror. Soon the Promiser makes a dangerous mistake: leaving behind an innocent witness, Vimal Lahori, a talented young diamond cutter, who can help Rhyme and Sachs blow the lid off the case. They must track down Vimal before the killer can correct his fatal error. Then disaster strikes, threatening to tear apart the very fabric of the city--and providing the perfect cover for the killer to slip through the cracks.

Expert Facebook advertising techniques you won't find anywhereelse! Facebook has exploded to a community of more than half a billionpeople around the world, making it a deliciously fertile playgroundfor marketers on the cutting edge. Whether you want to leverageFacebook Ads to generate "Likes," promote events, sell products,market applications, deploy next-gen PR, ,this unique guide is theultimate resource on Facebook's wildly successful pay-per-clickadvertising platform. Featuring clever workarounds, unprecedentedtricks, and little-known tips for triumphant Facebook advertising,it's a must-have on the online marketer's bookshelf.Facebook advertising expert Marty Weintraub shares undocumentedhow-to advice on everything from targeting methods, advancedadvertising techniques, writing compelling ads, launching acampaign, monitoring and optimizing campaigns, and tons more. Killer Facebook Ads serves up immediately actionable tips &tactics that span the gambit. Learn what Facebook ads are good for, how to set goals,and communicate clear objectives to your boss and stakeholders. Master highly focused demographic targeting on Facebook'ssocial graph. Zero in on relevant customers now. Get extraordinary advice for using each available adelement—headline, body text, images, logos, etc.—formaximum effect How to launch a Facebook advertising campaign and crucialmonitoring and optimizing techniques Essential metrics and reporting considerations Captivating case studies drawn from the author's extensiveFacebook advertising experience, highlighting lessons fromchallenges and successes Tasty bonus: a robust targeting appendix jam-packed withamazing targeting combos Packed with hands-on tutorials and expert-level techniquesand tactics for executing an effective advertising campaign, thisone-of-a-kind book is sure to help you develop, implement, measure,and maintain successful Facebook ad campaigns.

In many ways, mass marketing--broadcasting one's message to a large and anonymous population of potential customers--no longer works. In a marketplace

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increasingly defined by customer categories with high expectations for service, quality, and responsiveness

Digital marketing is an innovative way to attract a large audience to your online project. There are a wide variety of online marketing techniques that you can use, such as social media marketing, content marketing, email marketing, search engine optimization, affiliate marketing, inbound marketing, mobile marketing, display advertising, paid search, web analytics, conversion optimization, etc. In this digital marketing book, we will discuss how to make these marketing techniques work in sync with each other.

Role of digital marketing in 2021

The COVID-19 pandemic has made a significant impact on the digitization process. The digital world is a part of our lives now more than ever. According to the Q2 2020 report from the U.S. Census Bureau, U.S. retail e-commerce has reached \$211.5 billion. That's up 31.8% from the first quarter and up 44.5% year-over-year. Industry experts, marketing professionals, and digital marketers believe that digital marketing influence will continue to grow.

After reading this book, you will have:

- A clear picture of your competitors' activity online.
- A set of tools to track your work's effectiveness, and you will be able to monitor what your team is doing.
- Understand how to attract customers from search engines, social networks, and mailing lists.
- How to form checklists and detailed guides for further independent work on your project.

Types and examples of digital marketing

Nowadays, digital marketing is everywhere! Digital marketers communicate with audiences through search engine marketing, social media marketing, paid search, content strategy, display advertising, marketing analytics, big data, and machine learning. If you think that Big Tech is watching you online, you are certainly right! Digital marketing specialists work with massive amounts of data and analytic tools to target ads better.

Why should you choose this digital marketing book? So why should you choose us over other online books and digital marketing training? You will have the opportunity to learn digital marketing online from top internet marketing professionals: We are industry experts! We have over 12 years of experience in online marketing. Our agency has Google Premier Partner and Facebook Marketing Partner status. I've personally collected a vast amount of digital marketing qualifications and marketing certifications (Google Analytics Individual Qualification, Google Ads Individual Qualification, Bing Ads Accredited Professional, Search Ads360 Certified, and others) We've launched over 1,500 successful marketing strategies and marketing campaigns during our careers We have over 9,000 digital marketing specialists enrolled in our online books, and they all passed their Google Analytics and Google Ads digital marketing certifications. Our digital marketing books are easy to understand.

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