

Guerrilla Marketing 4th Edition Easy And Inexpensive Strategies For Making Big Profits From Your Small Business Paperback 2007 4 Upd Exp Ed Jay Conrad Levinson

Bigwig Briefs More Guerrilla Marketing Research Guerrilla Marketing for Coaches Guerrilla Multilevel Marketing Ultimate Guide to Instagram for Business Guerrilla Marketing Insanely Simple The Guerrilla Marketing Handbook Guerrilla Selling Ultimate Guide to Facebook Advertising Guerrilla Marketing for Writers Easy and Inexpensive Strategies for Making Big Profits from Your Small Business Guerrilla Marketing for Writers Social Media Marketing For Dummies® Getting Everything You Can Out of All You've Got Winning Results with Google Ad Words The New Rules of Marketing and PR Guerrilla Facebook Marketing Guerrilla Marketing Weapons Guerrilla Marketing for Free Advertising Creative Guerrilla Marketing Field Guide The Guerrilla Entrepreneur Walk Like a Giant, Sell Like a Madman The Street Kid's Guide to Having It All Your Ad Here Guerrilla Marketing, 4th edition Guerrilla Marketing For Dummies Guerrilla Marketing Guerrilla Marketing for Social Media: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits Ki --a Road that Anyone Can Walk Guerrilla Marketing Attack Pricing Strategies Rain Making A Genie's Wisdom Guerrilla Marketing for Nonprofits Your Network Is Your Net Worth The Content Marketing Handbook Guerrilla Marketing for Consultants Getting Rich Your Own Way

Bigwig Briefs

Scott analyses how the internet has revolutionised communications and promotions. Told with many compelling case studies and real-world examples, this is a practical guide to the new reality of PR and marketing.

More Guerrilla Marketing Research

Guerrilla Marketing for Coaches

Because the battle begins before a book even hits the shelves, an author needs every weapon to get ahead of the competition. Guerrilla Marketing for Writers is packed with proven insights and advice, it details 100 "Classified secrets" that will help authors

Guerrilla Multilevel Marketing

Want to reach consumers in innovative ways? Guerrilla Marketing For Dummies is packed with guerilla tactics and trade secrets for marketing your products or services like never before. From re-imagining existing marketing platforms to mastering trailblazing methods, you'll create a cost-effective game plan for getting your customers' attention and keeping it! This savvy, hands-on guide explains

what guerilla marketing is, who does it, and why. You'll learn how it can take your brand to new heights as you start thinking like a guerilla, brainstorming, collaborating, and refining ideas for an exciting, non-traditional marketing program. The real fun starts when you build a winning team and take your message to the streets, executing attention-grabbing publicity stunts and creating unforgettable events. You'll find out when it pays to work with the big-gun guerilla-marketing firms and how to launch your own low-cost campaign. Discover how to: Reach customers wherever they are Develop a cohesive guerilla-marketing campaign Capitalize on the hottest trends Cut through the constant marketing clutter Make products and brands stand out Use buzz, viral, grassroots, and experiential marketing Write a great press release Create opportunities for partnership and tie-ins Find budget-friendly ways to go guerilla Build a powerful online presence Work with existing contacts, publicists, and the press You can enter the guerilla jungle and emerge with the lion's share of the sales! Let Guerrilla Marketing For Dummies show you how.

Ultimate Guide to Instagram for Business

Brand warfare is real. Guerrilla Marketing details the Colombian government's efforts to transform Marxist guerrilla fighters in the FARC into consumer citizens. Alexander L. Fattal shows how the market has become one of the principal grounds on which counterinsurgency warfare is waged and postconflict futures are imagined in Colombia. This layered case study illuminates a larger phenomenon: the convergence of marketing and militarism in the twenty-first century. Taking a global view of information warfare, Guerrilla Marketing combines archival research and extensive fieldwork not just with the Colombian Ministry of Defense and former rebel communities, but also with political exiles in Sweden and peace negotiators in Havana. Throughout, Fattal deftly intertwines insights into the modern surveillance state, peace and conflict studies, and humanitarian interventions, on one hand, with critical engagements with marketing, consumer culture, and late capitalism on the other. The result is a powerful analysis of the intersection of conflict and consumerism in a world where governance is increasingly structured by brand ideology and wars sold as humanitarian interventions. Full of rich, unforgettable ethnographic stories, Guerrilla Marketing is a stunning and troubling analysis of the mediation of global conflict.

Guerrilla Marketing

Marketing Tactics: How Professionals Generate Leads -- Sales Tactics: How Professionals Advance and Close a Sale -- From Tactics to Strategy: What Works and What Doesn't.

Insanely Simple

When Guerrilla Marketing was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Based on hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. In this completely updated and expanded fourth edition,

Levinson offers a new arsenal of weaponry for small-business success including * strategies for marketing on the Internet (explaining when and precisely how to use it) * tips for using new technology, such as podcasting and automated marketing * programs for targeting prospects and cultivating repeat and referral business * management lessons in the age of telecommuting and freelance employees Guerrilla Marketing is the entrepreneur's marketing bible -- and the book every small-business owner should have on his or her shelf.

The Guerrilla Marketing Handbook

Provides more than one hundred practical ideas, action plans, and implementation steps to help businesses identify unconventional social media opportunities to increase online presence, attract customers, and improve profits.

Guerrilla Selling

Easy and Inexpensive Strategies for Making Big Profits from Your Small Business By Jay Conrad Levinson

Ultimate Guide to Facebook Advertising

Identifies one hundred marketing "weapons" that minimize expenses and maximize profits for retailers, manufacturers, and the service industry

Guerrilla Marketing for Writers

Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

Easy and Inexpensive Strategies for Making Big Profits from Your Small Business

An internationally known public speaker, entrepreneur, and marketing executive shares practical, up-to-date tips for mastering the skills of networking. Networking doesn't have to be that frenzied old-school game of calendars packed with stuffy power lunches and sterile evenings at community business gatherings. We've entered a new era, one in which shifting cultural values and the explosion of digital technology enable us to network in vastly more efficient, more focused, and more

enjoyable ways. A fresh take on How to Win Friends and Influence People, Your Network Is Your Net Worth is an entertaining, straightforward guide filled with revealing case studies, hands-on advice, and innovative strategies for building your network. Written by sought-after speaker, entrepreneur, and marketing executive Porter Gale, with a foreword by Apple evangelist and bestselling author Guy Kawasaki, this book shows you how to establish, expand, and nurture your connections both online and off. New ways to network are popping up every day—and Gale tells you how to make the most of them—but even traditional networking opportunities are not the same animals that they once were, and we need to shift our attitudes and approaches accordingly. Networking has evolved from a transactional game to a transformational process. Whereas once it was about power plays, now it's about charting your own course, following your passions, and making meaningful connections, which in turn increase your happiness and productivity. In addition to chronicling her own rise from an ad agency intern to an in-demand consultant, Gale also shares the inspiring stories of so many others who live by this networking model: a military wife who connects with social media communities while her husband is deployed overseas, a young woman blog-ger battling leukemia, a dyslexic politician who wins elections by telling stories, and the CEO of a Major League Baseball team who once made a phone call that changed the course of his life. When you focus on your passions and reorganize your networking around your values and beliefs, you will discover the kind of lasting relationships, personal transformation, and, ultimately, tangible wealth that are the foundation for happiness and success. With a message both timely and important, Your Network Is Your Net Worth is the definitive handbook to Networking 2.0.

Guerrilla Marketing for Writers

2015 Susanne K. Langer Award for Outstanding Scholarship, Media Ecology Association
2013 Book of the Year, Visual Communication Division, National Communication Association
Amidst the profound upheavals in technology, economics, and culture that mark the contemporary moment, marketing strategies have multiplied, as brand messages creep ever deeper into our private lives. In Your Ad Here, an engaging and timely new book, Michael Serazio investigates the rise of “guerrilla marketing” as a way of understanding increasingly covert and interactive flows of commercial persuasion. Digging through a decade of trade press coverage and interviewing dozens of agency CEOs, brand managers, and creative directors, Serazio illuminates a diverse and fascinating set of campaign examples: from the America’s Army video game to Pabst Blue Ribbon’s “hipster hijack,” from buzz agent bloggers and tweeters to The Dark Knight’s “Why So Serious?” social labyrinth. Blending rigorous analysis with eye-opening reporting and lively prose, Your Ad Here reveals the changing ways that commercial culture is produced today. Serazio goes behind-the-scenes with symbolic creators to appreciate the professional logic informing their work, while giving readers a glimpse into this new breed of “hidden persuaders” optimized for 21st-century media content, social patterns, and digital platforms. Ultimately, this new form of marketing adds up to a subtle, sophisticated orchestration of consumer conduct and heralds a world of advertising that pretends to have nothing to sell.

Social Media Marketing For Dummies®

This book will prepare small and medium-size businesses with vital information about direct marketing, customer relations, cable TV, desktop publishing, and much more.

Getting Everything You Can Out of All You've Got

'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains' Steve Jobs, BusinessWeek, May 25, 1998 To Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

Winning Results with Google Ad Words

Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client-buyers with a glut of information at their fingertips and doubts about the value consultants add. Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients. Packed with information, this step-by-step guide details the 12 marketing secrets every consultant should know, the anatomy of a marketing plan, Web sites, sources of free publicity, direct-mail marketing, winning proposals, and more. Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books, including the bestselling Guerrilla Marketing series. Michael W. McLaughlin (Mill Valley, CA) has been a partner with Deloitte Consulting since 1994.

The New Rules of Marketing and PR

Guerrilla Facebook Marketing

The Content Marketing Handbook helps entrepreneurs, marketers, and small business owners understand the true role of content within integrated multichannel marketing campaigns, avoid wasting time and money by giving away content with no ROI, and instead skillfully create content that builds trust, stimulate interest, and ultimately get more orders for what they are selling. Readers will learn how to:

Create A-level content that gets noticed, gets read, and eliminates “content pollution” Overcome the biggest weakness of content marketing Double marketing response rates by adding lead magnets, bonus reports, and other free content offers Use content to build brands, enhance reputations, and stand out from the competition Plan, execute and measure content marketing in a multichannel environment Know when to stop giving away content and start asking for the orders

Guerrilla Marketing Weapons

You have just left one century and have entered another whether you liked it or not. That meant leaving behind many things you've grown to know and love or hate. It meant embracing new ways of thinking, working, new ways of living. Open wide the doors of change and opportunities will come rushing through. To entrepreneurs the changes will be dramatic. They'll be moving from an age characterized by a worship of profits, a surfeit of working hours, and a neglect to family and self, to a new age in which 20th century business practices will no longer be workable and the path to follow will be the way of the guerrilla. The way of the guerrilla will still lead toward profits, but not at the expense of draconian working hours or at the sacrificing of time with family, time for yourself. They will still be a risk taker, but be more assured of success. He will define that success at the blessed notion of balance between work and leisure, work and family, humanity, and self.

Guerrilla Marketing for Free

SELL MORE WITH INSTAGRAM Are you ready to tap into Instagram’s booming network of 600 million viable customers? With the Ultimate Guide to Instagram for Business, social media marketing expert Kim Walsh-Phillips gives you the tools you need to get your due return on investment out of Instagram. From cross-platform branding and marketing advice to practical blueprints for funneling followers, this guide unlocks the secrets successful entrepreneurs use to drive sales directly from Instagram, become experts in their field, and grow their business. Learn how to: Set up an Instagram marketing funnel that converts followers into customers Run effective, lead-generating campaigns with trending hashtags, exclusive contests, and product launches Grow your Instagram following with The 21-Day Blueprint Leverage your Instagram brand to reach celebrity status and gain a competitive advantage Post Instagram stories and live videos to grow your follower base and drive sales Build content with a Quick-Start Lead Magnet Blueprint that will attract your ideal customers Your followers are ready to take action -- give them a reason! Whether you're new to the Instagram world or you're not sure how to get more out of your profile, this guide is the perfect tool for entrepreneurs ready to promote themselves to millions of visual shoppers. With this guide's easy-to-use strategies, easy-to-adapt blueprints, and other great resources, you'll be ready to take the plunge!

Advertising Creative

Written by a leading pricing researcher, Pricing Strategies makes this essential

aspect of business accessible through a simple unified system for the setting and management of prices. Robert M. Schindler demystifies the math necessary for making effective pricing decisions. His intuitive approach to understanding basic pricing concepts presents mathematical techniques as simply more detailed specifications of these concepts.

Guerrilla Marketing Field Guide

The guru of the Guerrilla Marketing series, with over a million copies in print, teaches entrepreneurs how to market aggressively without spending one cent. Levinson, the authority on big-business marketing on a small-business budget, takes this concept one step further by offering scores of marketing ideas that are completely free. He proves that aggressive marketing doesn't have to be expensive if you use creative and unconventional means. * Hold a giveaway contest. You'll attract customers and acquire names for your mailing list. * Give free talks, consultations, and demonstrations. You'll establish yourself as an expert and publicize your business at the same time. * Post on websites, bulletin boards, and other online communities. They offer countless opportunities for spreading your business message. * Feed your clients. Sending cookies or offering free refreshments in your store can set you apart from the competition. Levinson offers dozens of other tips -- some straightforward, many surprising -- in a unique, indispensable guide that proves you don't have to pay top dollar to improve your bottom line.

The Guerrilla Entrepreneur

START BUILDING YOUR MILLION-DOLLAR COACHING BUSINESS TODAY! The coaching profession has experienced phenomenal growth over the past decade, and has become an accepted way for people and organizations to improve performance. In response to this demand, professionals from around the world are getting into coaching. Unfortunately, despite the growth of the coaching field, many coaches struggle to attract clients and charge what they are worth. It doesn't have to be this way! "Guerrilla Marketing for Coaches" provides a practical, step-by-step guide for coaches who want to fill their practice with desirable clients, and build a firm that generates wealth. Follow the six steps in this book--along with the many success stories from top coaches in the field--and you are on your way to having a million-dollar firm. You discover: The top ways to attract clients and fill your practice--without spending much, if any, money; The proven conversations to close deals and get hired; How to build a firm that generates wealth for you, and make money even if you are not working directly with clients. Join Guerrilla Marketing founder Jay Conrad Levinson and acclaimed coach trainer Andrew Neitlich as they guide you to true success in this booming profession.

Walk Like a Giant, Sell Like a Madman

Don't get lost in the digital haystack! With thousands of links for every search, the chances of your products being found online are slimmer than a needle. But there's good news: you can pinpoint your marketing message with help from Winning Results with Google AdWords. You'll discover AdWord essentials, how to

bid for and win the keywords you want, how to track your results, and much more. Create a profitable ad campaign using online marketing, paid search, targeting, and leveraged branding.

The Street Kid's Guide to Having It All

The average real estate sells ten to twelve homes per year. A superstar salesperson sells fifty. Last year alone, Ralph Roberts sold more than six hundred residential properties -- fifty time more than the average competitor! What the secret behind the nation's bestselling real estate agent? How can you achieve similar phenomenal success in your field? More important, can you reach the megalevels Ralph Roberts attains year after year? Yes!

Your Ad Here

Hundreds of ideas for reaching and keeping the fastest-growing markets in the 90s, marketing during a recession, what consumers in the 90s care most about, how to use the technological explosion for bigger profits, and management lessons for the 21st century.

Guerrilla Marketing, 4th edition

More Guerrilla Marketing Research, the follow-up title to Guerrilla Marketing Research destroys the myth that only big companies can afford marketing research. The new book focuses on why small and mid-sized businesses can benefit from conducting focus groups and surveys - and how they can do it, by asking the right questions, the right way, and effectively using the answers to make more money. Authored by Robert J.Kaden, Gerald Linda and Jay Conrad Levinson, More Guerrilla Marketing Research includes new and updated material on setting research goals and objectives; how to set a research budget; secondary research; qualitative research; research into emotions; customer satisfaction research; and the future of marketing research. This compelling book will take readers on a fascinating journey through one of the most misunderstood and under-utilized marketing techniques. The secrets unveiled and the tips offered will benefit the most sceptical business owner, manager or entrepreneur.

Guerrilla Marketing For Dummies

Offers a six-step process for salespeople to operate effectively in a customer-oriented business climate and make a dramatic difference in their careers

Guerrilla Marketing

Provides a step-by-step system to achieve success in every aspect of life.

Guerrilla Marketing for Social Media: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits

A consultant to some of America's leading corporations shares key insights and

ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing.

Ki --a Road that Anyone Can Walk

Build marketing momentum, outsmart your competitors, and win the long-term war for mindshare and sales in 30 maneuvers—all inside, battle-tested, and ready to employ. The Father of Guerrilla Marketing, Jay Conrad Levinson, and Jeannie Levinson, President of Guerrilla Marketing International, deliver a no-nonsense, take-no-prisoners plan to producing immediate marketing results without consuming your cash or wasting your time. From delivering a powerhouse elevator pitch to mastering media, each maneuver is a marketing mission accomplished.

Guerrilla Marketing Attack

Pricing Strategies

Ride on the natural partnership between Guerrilla Marketing and Facebook. The synergy between Facebook and Guerrilla Marketing is hard to dismiss or ignore. Guerrillas want the same thing everybody wants, but they don't have the same means, nor do they believe in excessive marketing budgets. The success of Guerrilla Marketing is apparent: its principles have been taught in leading universities and have been adopted to run countless successful marketing campaigns for businesses since its introduction in 1970s. Facebook, like any other business, is driven to make profits. But their profits are not made from getting people to sign up for Facebook accounts. With some 750 million users and counting, Facebook is irrefutably the leading social media tool of our time. How can one ride on this natural partnership to achieve success? "Guerrilla Facebook Marketing" is packed with practical tips and insights on building Guerrilla marketing strategies in Facebook that can work for any business. Get insights on Facebook's culture and Guerrilla Marketers' beliefs, and what these insights mean to your overall marketing strategy. Learn how to use Facebook data to shape your marketing campaign. Understand the unique Rules of Engagement necessary to pull off successful Guerrilla marketing campaigns in Facebook. Boost your knowledge of Facebook features by familiarizing yourself with 25 Facebook-specific Guerrilla weapons. Learn how to generate marketing campaigns by combining Guerrilla weapons in infinite ways. Follow step-by-step instructions on how to create and execute clear, actionable marketing plans and calendars for all kinds of marketing campaigns. Link marketing efforts back to profits by measuring ROI results in tangible ways for your business.

Rain Making

The Father of Guerrilla Marketing, Jay Conrad Levinson delivers the first book to adapt the profit-producing principles of Guerrilla Marketing to the world of nonprofits. The nonprofit sector has increased by 65%--a flood of new organizations are vying for donations, competing for volunteers, and carving out

their share of the marketplace. Joined by co-authors Frank Adkins and Chris Forbes, Levinson shows nonprofit marketers how to gain the competitive edge they need by replacing their lack of money with the power of time, energy, imagination, and information—allowing them to maximize their impact and raise more money! Armed with time-tested principles, 200 proven weapons of Guerrilla Marketing, and relevant tactics and tools, nonprofit marketers learn how to boost public awareness, increase effectiveness in recruiting volunteers, mobilize advocates, and raise more money—no matter the state of their finances. • Introduces the “seven golden rules” for fundraising success and recruiting volunteers • 200 proven weapons of Guerrilla Marketing customized for nonprofits • Covers publicity and social media tactics specific to the nonprofit community • Concepts are illustrated through real-world examples and comparison tables

A Genie's Wisdom

This book will guide marketers into the world of positioning and selling products and services. The authors lead the reader step by step through the process of developing a marketing campaign. They offer detailed descriptions of more than a hundred marketing tools from contests to affinity programs, from direct mail to billboard advertising. Anecdotes, graphics, and rules of thumb are also included.

Guerrilla Marketing for Nonprofits

Packed with proven insights and techniques, this practical manual shows writers 100 ways to sell their books, before and after they're published. Learn a wide range of low-cost, effective marketing techniques, including networking, using the media to generate free publicity, using the internet, getting the most from conferences and festivals, and more. Each is presented in a short, easy-to-master format so that readers can target the techniques that are best suited to their needs. Additional information on how the publishing industry works and instructions on how to create a complete plan will help writers gain the insight they need to market their work efficiently and successfully.

Your Network Is Your Net Worth

"Save yourself ten years of hard work. Read Brian's powerful book and let him show you the shortcut to success. He'll show you the fastest way for you to get rich." -Robert Allen bestselling author, Multiple Streams of Income "Millions of people start with nothing and become wealthy as the result of doing certain things in a certain way, over and over again. This book by Brian Tracy shows you how you can achieve all your financial goals, starting from wherever you are today." -Jack Canfield coauthor, Chicken Soup for the Soul(r) series and The Success Principles "This is the only book you need to read to become wealthy! It is loaded with practical ideas and strategies to propel you onwards and upwards." -Nido Qubein Chairman, Great Harvest Bread Company, and founder, National Speakers Association Foundation "Another great book from Brian Tracy. Tangible, practical ideas that will make you money and make you rich!" -Bill Bachrach President, Bachrach & Associates, Inc. "Brian Tracy has put together a masterpiece of common sense for getting rich. If you wish a different life, commit now to different

actions-read this book!" -H. J. (Jim) Graham President and CEO, Cyber Broadcast One, Inc. "Brian Tracy shows you how unlimited wealth starts in the mind, and how anyone can focus their time and energy to earn millions. It's the readable, riveting primer for countless new American fortunes." -Peter Montoya CEO, Peter Montoya Inc.

The Content Marketing Handbook

A compelling fable that distills the essence of genius marketing strategies The "King of Positioning" Jack Trout presents the story of PJ Bigdome, a newly appointed CEO looking for a new way to successfully learn about marketing. Luckily, within his PC lurks a genie with vast experience in the particulars of marketing (having helped out with some of the biggest marketing successes ever). As Bigdome finds answers to his most important questions, the reader learns the secrets of successful marketing, such as: the essence of marketing; how much stock to put into research; how to evaluate advertising; how to allocate budgets; and much more. A Genie's Wisdom allows Trout, a famed business visionary, to distill his years of management and marketing experience into an entertaining and educational yarn that reveals today's essential practices.

Guerrilla Marketing for Consultants

Guerrilla Multilevel Marketing delivers 100 low cost marketing tactics for bringing in an endless stream of qualified prospects after your warm list is exhausted. It simplifies marketing so that anyone can get immediate results and teach others the system. It helps you gain and sustain momentum in your business. It builds confidence in yourself, your products and your opportunity. It teaches you how to get people to commit. It gives you more than 50 excuses for following up. It lets you focus on your strengths by choosing only tactics suited to you.

Getting Rich Your Own Way

"Covering the latest and breaking news in Facebook advertising, this updated edition introduces revised, expanded, and new chapters covering fundamentals, Newsfeed ads, sidebar ads, and BIG data. In addition, advertisers are taken farther than just Facebook itself. Marshall and coauthors provide priceless insight into the audience, exploring what was happening before the visitor clicked on an ad and what needs to happen after - ten seconds later, ten minutes later, and in the following days and weeks. Presented in the same step-by-step format that made Marshall's Ultimate Guide to Google AdWords a top seller, this book guides online marketers with a potential audience of 1.11 billion people via a completely different, unbelievably powerful online advertising channel. Facebook presents enhanced tools and exciting opportunities to capture clicks and create brand-loyal customers"--

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