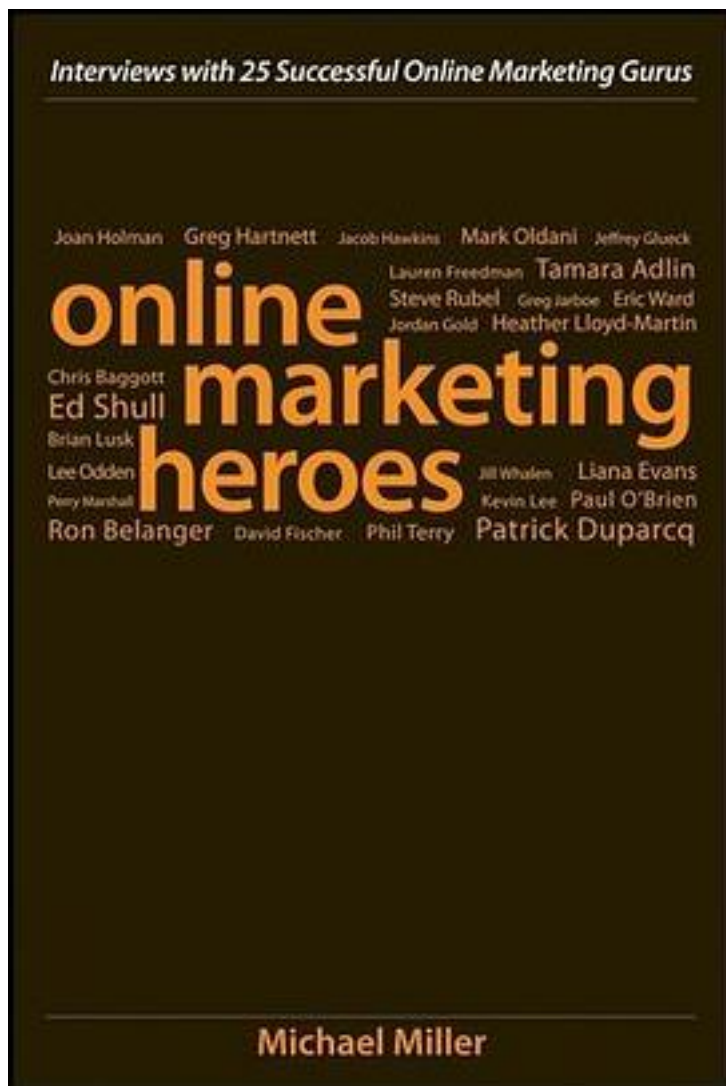


Online Marketing Heroes



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Suppose you could sit down with 25 of the most successful online marketing pros in the business and just talk shop. Suppose that included PR people, copywriters, direct marketing gurus, consultants. Suppose you could get input from the creative cubicle-dwellers as well as executives managing multimillion-dollar marketing firms. You could learn proven skills and techniques that would revolutionize your marketing efforts. That discussion is packaged in these pages. Whether you're a veteran marketing professional or a novice entering the field, you can't afford to miss this wisdom.

作者介绍:

Michael Miller is a former marketer and a prolific writer who has authored more than seventy-five books over the past two decades. He is known for his casual, easy-to-read writing style and his ability to explain a wide variety of complex topics, and his books have sold more than a million copies. Visit Michael at www.molehillgroup.com, where you'll also find access to his several blogs.

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