

The Ultimate Marketing Toolkit



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From e-mail to YouTube, Facebook to webvertising - the tools of marketing have never changed so quickly. Now marketing professionals can ensure their business has the best marketing plan, supported by the most cutting-edge techniques. In an updated edition of "The Ultimate Marketing Toolkit", Paula Peters gives readers what they need to make their businesses thrive. In simple, nontechnical language, Peters shows readers how to use marketing tools like: blogs and blogging; pay-per-click advertising; search engine optimization; e-mail offers; and viral networking sites. Filled with samples and resource lists, "The Ultimate Marketing Toolkit, 2nd Edition" is the only book a marketing professional will ever need.

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