



The Complete Guide to Google Advertising: Including Tips, Tricks, & Strategies to Create a Winning Advertising Plan

Bruce C Brown

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Google has created numerous marketing and advertising products that are fast and easy to implement in your business today including AdSense, AdWords, and the Google APIs. This new book takes the confusion and mystery out of working with Google and its various advertising and marketing programs. Are you one of the many who think Google is simply a search engine? Yes, it is true that Google is the most popular search engine on the Web today. More than 275 million times a day, people use Google and its related partner sites to find information on just about any subject. Many of those people are looking for your products and services. Consider this even if you don't have a Web site or product.

There are tremendous opportunities on the Internet and money to be made using Google. Through this book you will learn the secrets of working with Google without making costly mistakes. This book is an absolute must-have for anyone who wants to succeed with advertising on Google. This book teaches you the ins and outs using all of Google's advertising and marketing tools. You will instantly start producing results and profits.

In addition to the extensive research placed in the book, we spent thousands of hours interviewing, e-mailing, and communicating with hundreds of today's most successful Google advertising experts. This book contains their secrets and proven successful ideas, including actual case studies.

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