

Web Marketing For Dummies By Jan Zimmerman

By Jan Zimmerman

"Web Marketing For Dummies" gathers all the key methods of Web marketing, such as crafting an effective store front, marketing, blogs, and other person-to-person

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Web Marketing for Dummies provides the know-how for creating a solid Web marketing plan, Jan Zimmerman has provided web marketing, social media, This books is a good primer on Web Marketing, but it does not go into detail(as is the case with most Dummies books). I already knew most of the material in this book.

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Web Marketing For Dummies, 2nd Edition. Jan Zimmerman, Web Marketing For Dummies, 2nd Edition 2009 | ISBN: 0470371811 | 432 pages | PDF | 14,5 MB

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Jan Zimmerman owns Watermelon Mountain Web Marketing, which has provided Web marketing and site management services for more than ten years.

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Author information. Jan Zimmerman owns her own Web marketing and site management company. She has taught classes in online marketing and is the author of eight books

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