

Webvertising

The Ultimate Internet Advertising Guide

The Internet's ability to act as an efficient channel for advertising has transformed it into a major marketing tool, and yet no one is really sure of how best to utilise the Internet for this purpose. It is clear that the costs, strategies and effectiveness of Internet marketing differ greatly from conventional marketing.

This book contains a wide range of white papers and case studies written by specialists, which inform you on how to exploit this new advertising trend. The information details the best strategies and will save you a great deal of time and money.

'There is no doubt', dr. Kevin Nunley wrote, 'the Internet really is the biggest gold rush of our lifetime. It is unlikely you or I will get another chance as big as this one to earn huge profits anytime in the next 100 years. Someday people will look back and judge us as one of two groups: those who didn't recognize the Internet revolution and missed the greatest chance of our age, and those who smartly made a place for themselves in the new business model that will dominate the future. It is time to get on board.' Ing. Adrian Mulder Content Editor Adrian Mulder is an Internet journalist who writes for major business computing magazines. He combines a technical background with a vast experience in the computer and business trade magazine industry The Ultimate Internet Advertising Guide Acknowledgements Many people and professionals have contributed directly or indirectly to this book. To name them all would be practically impossible, as there are many. Nevertheless the editors would like to mention a few of those who have made the production of this book possible. Executive Editor for SCN Education BV: Robert Pieter Schotema Publishing Manager: drs. Marieke Kok Marketing Coordinator: Martijn Robert Broersma Content Editor: ing. Adrian Mulder Editorial Support Dennis Gaasbeek, Rob Guijt, Richard van Winssen Interior Design: Paulien van Hemmen, Bach. Also, we would especially like to thank dr. Roland van Stigt for laying a solid foundation for the Hon Guide series to grow on.



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