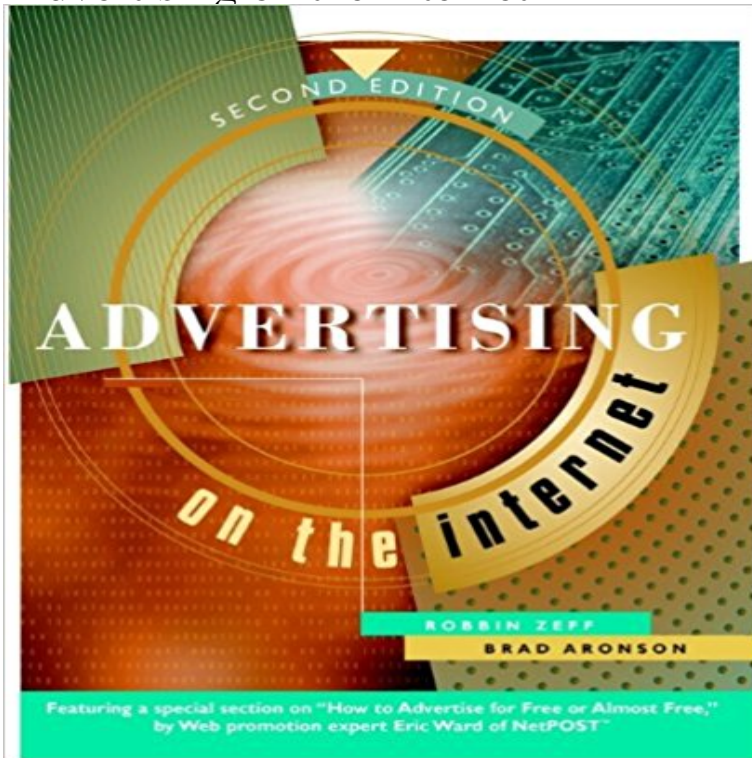


Advertising on the Internet



How today's most successful online advertisers and marketers maximize their online presence, and how you can too. This updated and expanded Second Edition of the bestselling guide to online advertising is must reading for everyone who wants to take advantage of the most important new advertising medium since television. A complete primer on online advertising for businesses of all sizes, it gets you up to speed on the crucial issues, hot new trends, and most effective new technologies in Internet advertising. Loaded with examples of some of today's most successful online advertising and marketing initiatives, it gives you the inside track on:

- * Successful online ad models
- * Market research online
- * Direct marketing, including opt-in e-mail, promotions, and sweepstakes
- * Targeting and personalization
- * Internet advertising management tools
- * Traffic measurement and gauging the effectiveness of your ads
- * Buying and selling ads on your Web site
- * Advertising locally
- * Advertising to an international market
- * Legal aspects of Internet advertising
- * How to advertise for free, or almost free (contributed by Eric Ward, the father of grassroots advertising strategies)

On the companion Web site at www.wiley.com/compbooks/zeff you'll find:

- * Links to additional training and tool resources

se SÄk |DemoSkapa ett kontoLogga in HemKategorier ListaBÄrsen Extern lÄnkTill min webbplatsSÄkordslistaRSS Prenumerera av domÄnnamn SÄkfter text SÄk Till min webbplats Ä, r du orolig fÄr din webbplats inte vara intagen av sÄkmotorer i sÄkresultat? Eller inte Är kopplade till andra webbplatser? Ange vÄr hemsida med enkla steg, kommer du att ha en extern lÄnk direkt! Du kommer att, pÄ din vilja, kan du byta lÄnkar med andra webmasters, sÄ att frÄmja din webbplats hÄgt pÄ sÄkresultatet utan att behÄva veta vem du har utÄxlat lÄnkar med! <-Klicka pÄ den vÄnstra knappen och lÄgg direkt. Prisjakt Copyright © 2016 www.exlink-se.com All rights reserved. Kontakta oss: sushaokun@hotmail.com

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