



Internet Marketing - A New Approach: Everything You Need to Know to Master the New Rules of Internet Marketing (Paperback)

By Lecturer in Strategy Ray Griffin

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Ray Griffin's enquiring nature wasn't blunted by an early career in accountancy, despite the latter's mundane image (in fact it positively helped with the analytical nature of some of his projects and work). A few years ago he discovered internet marketing through some DIY website ventures for others and was intrigued by its precision and its ability to show real time results. Traditional marketing had always been hampered by its hit-and-miss nature. An American department store owner, John Wannamaker, had declared in the nineteenth century Half the money I spend on advertising is wasted; the trouble is I don't know which half. Now, it appeared, Google AdWords had changed all that with a system that was certainty and precision exemplified. Suddenly marketing, which until then had been far too woolly for Ray's accountancy-trained tastes, had acquired laser-like qualities in all those areas where vagueness and half-guesses ruled. Here was something that brought certainty-of-outcome (and profit) instead of half hoping something would resonate with who you were selling to - often wasting a lot...



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