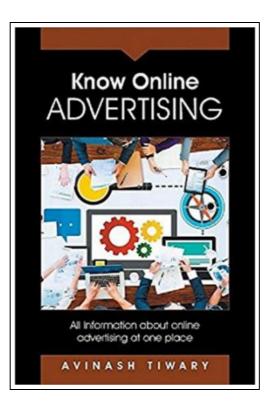
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Partridge India, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book is an extensive resource to demystify online advertising. While it walks you through the very basics of digital advertising like media buying, media planning, tracking and optimization; also discussed the topics much in limelight like programmatic buying, real time bidding, ad exchanges, etc. The book is as helpful for beginners as it is to the experienced. Once you pick it up, it will help clearing all your doubts and will teach you more, helping to increase your knowledge. Internet, once understood, is a powerful platform to launch ideas, build brands and run successful businesses. If you have a business and aspire to scale it up multi fold, decoding internet is an essential skill and this book is a must have. If you are a marketer, this book will help you deepen your understanding of the potent value channel of Internet. Unleash its potential by reading through the book and you will hold the capability of finding new revenue streams and new avenues towards scalability. Even if you are just an avid reader with no digital or marketing background; this book will help you build systematic understanding of Internet marketing, which is clearly the way to go. It can be a very interesting read and definitely a delightful conversation starter.

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