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Everything I Know About Marketing I Learned from Google

By Aaron Goldman

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Everything I Know About Marketing I Learned from Google, Aaron Goldman, Want Market Share? Google It! "Google is a once-in-a-generation company. Aaron Goldman has written an essential book that goes beyond telling us how Google became so important to explaining why the revolution it's leading will affect everyone in media and marketing." -Brian Morrissey, Digital Editor, Adweek "An insightful tour of the elements that have made Google successful combined with a usable guide on how to apply this learning to your business." -Rishad Tobaccowala, Chief Strategy & Innovation Officer, Vivaki About the Book You know you've hit it big when your name becomes a verb and no one knows that better than Google. In just over 10 years, Google has become the world's most valuable brand, consistently dominating its category and generating \$6 billion in revenue per quarter. How does Google do it? In a word: marketing. You may not think Google does much marketing. Indeed, it doesn't do a lot of what has traditionally been viewed as marketing. But in today's digital world, marketing has taken new shape and Google is at the cutting edge. In Everything I Know about Marketing I Learned from Google, digital marketing expert Aaron Goldman offers 20 powerful lessons straight from...



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