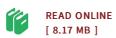




Everything I Know About Marketing I Learned from Google

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 writtenan essential book that goes beyond telling us how Google became soimportant to explaining why the revolution it's leading will affecteveryone in media and marketing." -Brian Morrissey, Digital Editor, Adweek "An insightful tour of the elements that have made Google successful combinedwith 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 namebecomes a verb-and no one knows thatbetter than Google. In just over 10 years,Google has become the world's most valuablebrand, consistently dominating its category andgenerating \$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 traditionallybeen viewed as marketing. But in today's digitalworld, marketing has taken new shape-andGoogle is at the cutting edge. In Everything I Know about Marketing I Learnedfrom Google, digital marketing expert AaronGoldman offers 20 powerful lessons straightfrom...



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