

<<数字营销傻瓜书 Digital Marke>>

图书基本信息

书名：<<数字营销傻瓜书 Digital Marketing For Dummies ?>>

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## <<数字营销傻瓜书 Digital Marke>>

### 内容概要

Thirty million online UK customers are just a click away, and Digital Marketing For Dummies shows you how to reach them. The author team of Internet and marketing experts introduce you to the latest high-impact tools and techniques so you can promote your business with creativity and innovation, and stand out from your competitors.

Ben Carter runs his own digital agency and has written for Marketing and New Media Age magazines. Gregory Brooks is a freelance business journalist and industry commentator. Frank Catalano is an Internet marketing consultant. Bud Smith is the author of Creating Web Pages For Dummies.

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