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Autore	Harden Leland
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Foreword; Acknowledgments; PART I: FUNDAMENTALS OF SUCCESS FOR DIGITAL ENGAGEMENT; PART II: ATTRACTING CUSTOMERS; Where Do You Go from Here?; Digital Engagement Scorecard; A Web Marketing Glossary; Index
Sommario/riassunto	In an age of overwhelming Internet competition and rampant takeovers, marketers face the very real challenge of understanding how to engage customers online. Leland Harden and Bob Heyman, online marketing pioneers and authors of the popular book Net Results, team up again to teach marketers how to use search engine optimization, affiliate marketing, and all of the Web 2.0 tools they need to compete in the digital marketplace. Filled with up-to-date information on the best venues for online marketing, as well as explanations of social networking, virtual worlds, widgets, wikis, and emerging med