

The McGraw-Hill 36-Hour Course: Online Marketing (McGraw-Hill 36-Hour Courses)


Lorrie Thomas

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Lorrie Thomas : The McGraw-Hill 36-Hour Course: Online Marketing (McGraw-Hill 36-Hour Courses) before purchasing it in order to gage whether or not it would be worth my time, and all praised The McGraw-Hill 36-Hour Course: Online Marketing (McGraw-Hill 36-Hour Courses):

5 of 6 people found the following review helpful. Review of Online MarketingBy Gerald HenthornThe book is a

course in Online Marketing, offering a certificate of achievement through its publisher. One goes to their website, and takes an exam when they are ready to do so. The book its self is a good entry level textbook covering all the major areas of Online Marketing to date. It reads like a text book, and it will make a nice ready reference to my own professional library. However, after passing the exam with flying colors, I had to jump through hoops to get the certificate in my hot little hands. I had to email and telephone the publisher several times, till I finally got someone who knew what they were doing, and got me the certificate in about 4 minutes after the call was completed. Not very confident in the competence of the publisher, but the book is more valuable than the price paid.1 of 1 people found the following review helpful. Primer to marketingBy CustomerIt's a good overview / primer of online marketing.Don't expect to dig deep or master any of the techniques.However, if you're new to this, it's a good introduction to get you on the path of what to learn.2 of 3 people found the following review helpful. Down to Earth Book on Internet MarketingBy Jim BarryThis book captures your attention with a multitasking marketing approach to understanding the role of SEO, online advertising, email marketing and social media. The content is very current and easy to read. The book is especially suitable to those seeking a start-to-finish primer written from a practitioner's perspective. In addition, the book serves as a comprehensive overview of online marketing for those familiar with the basics but lost in the myriad of white papers and books devoted to the subject. As an educator, I would recommend Lorrie Thomas' book for classes seeking to capture the essence of social media and internet marketing without the philosophies and theories that confuse students. As a practitioner, I found this book an excellent resource to organize online marketing development steps in a check list style that does not boggle the mind with tech terms, tools and other detail. Bravo, Lorrie! We have adopted the book as a required reading for NSU's MKT5955 course entitled: Social Networking and Internet Marketing for Entrepreneurs.Dr. Jim Barry

A crash course on the most dynamic marketing platform today! Online marketing has evolved far beyond flashy websites and banner ads shouting at customers about your product. It's about using an array of Internet tools to build credibility and visibility, spread your message, and form meaningful customer relationships. The McGraw-Hill 36-Hour Course: Online Marketing puts you on the fast track to harnessing the power of the Web for your marketing goals. It begins with planning and building a website and then provides in-depth coverage of essential online marketing tools and techniques, such as: Content marketing and blogging Social media marketing Web analytics Search Engine Optimization (SEO) E-mail marketing Online Public Relations Earn a Certificate of Achievement Through A Free Online Examination! The McGraw-Hill 36 Hour Course: Online Marketing spells it all out in easy-to-understand terms and actionable steps. Yoursquo;re already on your way to Web marketing mastery!

About the AuthorLorrie Thomas, M.A., is a marketing strategist, educator, writer, trainer, and speaker. She is the CEO of Web Marketing Therapy (www.webmarketingtherapy.com), a marketing agency that offers strategic advisory services, online marketing training, and marketing management.