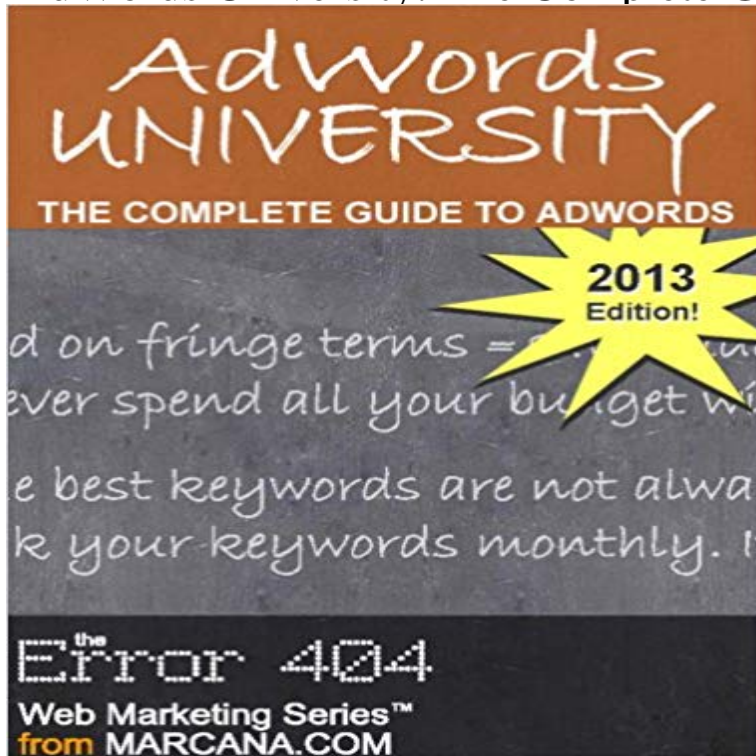


AdWords University: The Complete Guide to AdWords



You're a small biz owner? A small-to-medium sized business with a new (or no) marketing staff? Shorten the steep learning curve with one simple to understand AdWords eBook! Author and veteran search marketing expert, Mark Brimm, and AdWords management guru, Stephen Moss, put together the original AdWords learning series 101, 201, and 301. Now these 3 seminal books have been brought together into one compact, easy-to-reference master guide with revised table of contents and the same great original and highly readable content (but at a savings of almost one third when you buy them together in this edition). AdWords University: The Complete Guide to AdWords is a complete AdWords course spanning the Beginner, Intermediate and Advanced levels of AdWords campaign creation, management and refinement--everything you need to quickly develop a lasting foundation in AdWords. This course was designed to take anyone from zero knowledge about AdWords and turn them into an advanced-level user with minimum pain and without resorting to confusing (and often temporary) secrets which in fact often can actually hurt your campaign and longterm ROI, due to their temporary nature. This series steers around such short-sighted temporary strategies and focuses on how AdWords actually can be used to achieve high ROI in the longterm, putting it in the more solid Reference category of books on AdWords and thus making it a more lasting contribution to your Kindle collection. Specially priced, this compilation of the 3-part AdWords University series contains three clear-eyed, level-focused books in one: AdWords 101, AdWords 201 and AdWords 301. See why experienced long-time AdWords campaign managers are now calling this book the serious choice for learning how to run an AdWords campaign in a safe and thus truly profitable manner, completely

gimmick-free, and thus worry-free.

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