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Gli esperti di AdWords Perry Marshall e Bryan Todd vi svelano i concetti fondamentali, le tecniche, gli strumenti e i trucchi che Google tiene gelosamente segreti. Riuscirete così a creare una campagna aggressiva e razionale, che aumenti la vostra visibilità nei motori di ricerca e che vi faccia ottenere più clic e aumentare le vendite.

Nessun'altra guida è così completa e aggiornata nella trattazione di quello che oggi è il medium pubblicitario più potente in assoluto.

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