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The
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Definitive
Guide To
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Conversions 2nd Edition

*The Age of
Influence is
an essential
guide for
marketing
professionals
and business
owners who*

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want to create
and implement
a highly
effective,
sustainable
influencer
marketing plan
in order for
their brands
to succeed. We
are amid an
unprecedented

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digital
Definitive Guide
transformation
To Testing And
and tapping
Tuning For
into this
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change is
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vital to any
brand in
today's
climate.

Social media
has
democratized

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*authority and
influence, and
information is
created and
consumed in
ways that are
constantly
evolving. Inte
rnationally-
recognized
social media
marketing*

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expert Neal
Definitive Guide
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plays a
significant
role in online
marketing in
the Influencer
Era.

Influencer
marketing is

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*about
establishing
relationships,
turning fans
into
influencers,
and leveraging
that influence
to share your
message in a
credible and
authentic way.*

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In The Age of
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Schaffer teaches entrepreneurs, marketing executives, and cutting-edge agencies how to: Identify, approach, and engage the

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right
Definitive Guide
influencers
To Testing And
for their
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brand or
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product.
Edition

Determine?what
resources to
put behind
influencer
campaigns.
Manage the
business side

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Definitive Guide
of influencer
marketing,
including
tools that
will

help?measure
ROI.

Develop?their
brand's social
media voice to
become an
influencer in

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*its own right.
This book is
the definitive
guide to
addressing the
issues*

*disrupting
marketing
trends,
including
declining
television*

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viewership,
Definitive Guide
growing social
To Testing And
media
Tuning For
audiences,
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effectively
spreading
their message
digitally, and
increasing
usage of ad-
blocking
technology.

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Perform fast

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interactive

To Testing And

analytics

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against

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different data

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sources using

the Trino high-

performance

distributed

SQL query

engine. With

this practical

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guide, you'll
Definitive Guide
learn how to
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conduct
Tuning For
analytics on
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data where it
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lives, whether
it's Hive,
Cassandra, a
relational
database, or a
proprietary
data store.

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Analysts,
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software
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engineers, and
Tuning For
production
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engineers will
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learn how to
manage, use,
and even
develop with
Trino.

Initially
developed by

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Facebook, open
Definitive Guide
source Trino
To Testing And
is now used by
Tuning For
Netflix,
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Airbnb,
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LinkedIn,
Twitter, Uber,
and many other
companies.

Matt Fuller,
Manfred Moser,
and Martin

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Traverso show you how a single Trino query can combine data from multiple sources to allow for analytics across your entire organization.

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Get started:

Definitive Guide
Explore

To Testing And
Trino's use

Tuning For
cases and

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learn about

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tools that

will help you

connect to

Trino and

query data Go

deeper: Learn

Trino's

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*internal
workings,
including how
to connect to
and query data
sources with
support for
SQL
statements,
operators,
functions, and
more Put Trino*

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in production:
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Secure Trino,
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monitor
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workloads,
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tune queries,
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and connect

more

applications;

learn how

other

organizations

apply Trino

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*A guide which
teaches the
skills
necessary to
make money
from online
marketing
programs
without
spending a
penny more on
driving*

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traffic to the
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landing page.
To Testing And
It helps
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readers
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identify
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mission

critical parts
of their
website and
their true
economic value
and define

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important
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visitor
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classes and
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conversion
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tasks.
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*Affiliate
marketing is
hot; here's
how to get
your program
going Nearly
every retailer*

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in the
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Internet
To Testing And
Retailers' Top
Tuning For
500 has an
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affiliate
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marketing
program. Now
free affiliate
networks,
automation
software, and
pay-for-

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performance
Definitive Guide
compensation
To Testing And
models are
Tuning For
making it easy
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for small
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businesses to
take advantage
of this
marketing
tool. In the
popular An
Hour a Day

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*format, this
guide features
a detailed,
real-world,
task-based
approach to
developing,
launching, and
managing a
successful
affiliate
marketing*

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program. It
explores
market
research,
determining
payment models
and reporting
guidelines,
recruiting
affiliates,
crafting
appropriate co

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communications,
Definitive Guide
and much more.
To Testing And
Affiliate
Tuning For
marketing
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programs help
boost

marketing
efforts
without
incurring
excessive
costs; this

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Hour a Day

Definitive Guide

guide provides

To Testing And

everything

Tuning For

merchants,

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business

Edition

owners, and

those charged

with managing

an affiliate

program need

to know Offers

a modern, real-

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world, step-by-
Definitive Guide
step guide to
To Testing And
researching,
Tuning For
launching,
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managing, and
Edition
optimizing a

successful

affiliate

marketing

program Covers

social media;

creating

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policies;
Definitive Guide
working with
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feeds,
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widgets, and
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video;

creating
compelling
content;
handling
partners who
are not

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Optimization The
meeting goals;
Definitive Guide
and much more
To Testing And
Affiliate
Tuning For
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Management: An

*Hour a Day is
the do-it-
yourself guide
to planning
and
maintaining a
successful*

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*affiliate
program.
Affiliate
Program
Management
You Should
Test That
Speed, Search
Engine &
Conversion
Rate Secrets
Email*

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Definitive Guide

Rules

To Testing And
Submit Now

Tuning For
The Essential
Conversions, 2nd

Guide to New

Edition

Media and

Digital

Marketing

Increasing

Sales and

Extending

Brand Reach

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"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product.

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Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What

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more does a
Definitive Guide
company need?
To Testing And
What does a
Tuning For
product manager
Conversions 2nd
do? Based upon
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Product School's
curriculum, which
has helped
thousands of
students become
great product
managers, The

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Optimization The
Product Book
Definitive Guide
answers that
To Testing And
question. Filled
Tuning For
with practical
Conversions 2nd
advice, best
Edition

practices, and
expert tips, this
book is here to
help you succeed!
Usability is not
enough. This book
shows what it

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takes to design a
site so browsers
become buyers:
the ultimate
measurement of
success for an e-
commerce site.

Designing
Persuasive Web
Sites: Submit Now
examines how
customers search,

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evaluate, and
make decisions
realistically-not
using marketing
guesstimates. This
book focuses on

changing the
mindset from
selling to
customers to
helping them buy.
It begins by

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exploring how
Definitive Guide
customers make
To Testing And
decisions and how
Tuning For
that integrates with
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the online
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experience. It
presents tangible
design ideas that
can be instantly
applied to sites to
make them more
effective. Real

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examples are used to provide insight and inspiration that can be directly applied to a multitude of sites.

The book provides a simplified description of the essential process necessary for designing a site

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that gets visitors to click. It concludes with guidelines to for designing any transaction-oriented site.

Being an agile seller virtually guarantees a prosperous career. When salespeople are promoted,

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switch jobs, or face
new business
conditions, they
need to learn lots
of new information
and skills quickly.

It's a daunting
task, compounded
by the fact that
they're under
intense pressure
to deliver

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immediate results.
What Jill Konrath
calls agile selling is
the ability to
quickly learn all
this new info and
then leverage it for
maximum impact.
Having an agile
mindset, one that
keeps you going
through

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challenging times,
is the crucial
starting point. You
also need a rapid-
learning plan that
helps you
establish
situational
credibility with your
targeted or
existing customers
in just thirty days.

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In Agile Selling,
you'll discover
numerous
strategies to help
you become an
overnight sales
expert, slashing
your path to
proficiency. Jill
Konrath's fresh
sales strategies,
provocative

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insights, and
practical advice
help sellers win
business with
today's crazy-busy
prospects.

How do you turn
website visitors
into customers?

Conversion

Optimization offers
practical advice on

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how to persuade
visitors to make a
buying decision --
without driving
them away
through data
overload or
tedious navigation.
You'll learn how to
use marketing
principles, design,
usability, and

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analytics on your
Definitive Guide
site to increase
To Testing And
your buyer-to-
Tuning For
visitor ratio,
Conversions 2nd
whether you're
Edition
involved with
marketing or
designing a large
ecommerce site, or
managing a
modest online
operation. Based

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on the authors'
broad experience
in helping
businesses attract
online customers,
this book

addresses every
aspect of the
process, from
landing visitors to
finalizing the sale.

You'll learn several

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techniques for
Definitive Guide
blending
To Testing And
successful sales
Tuning For
approaches with
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the particular
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needs of the
people you want to
attract. Are you
ready to do what it
takes to get a
double-digit
conversion rate?

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Explore case
studies involving
significant
conversion rate
improvements

Walk through
different stages of
a sale and
understand the
value of each
Understand your
website visitors

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through persona
creation Connect
To Testing And
with potential
Tuning For
customers and
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guide them toward
Edition
a conversion

Learn how to deal
with FUDs --
customer fears,
uncertainties, and
doubts Examine
the path that

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visitors take from
landing page to
checkout Test any
change you make
against your
original design

"The Web is
unique in its ability
to deliver this
almost improbable
win-win: You can
increase revenue

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AND make your
customers happy.
Yet most websites
stink. Worry not,
Khalid and Ayat to
the rescue! Buy
this book to follow
their practical
advice on how to
create high
converting
websites that your

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Optimization The
visitors

love."--Avinash

To Testing And
Kaushik, author of
Tuning For
Web Analytics 2.0
and Web

Analytics: An Hour
A Day (both
Sybex)

Website

Optimization

Agile Selling

5 Steps to

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Consistent Growth
To Testing And
Make More Money
Tuning For
Online with Holistic
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Get Up to Speed
Quickly in Today's
Ever-Changing
Sales World
An Hour a Day
The Product Book:

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Definitive Guide
How to Become a
Great Product
Manager
To Testing And
Tuning For

Solve your traffic troubles and turn browsers into buyers When web design expert Ben Hunt set out to quantify the difference between an ordinary web
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site and a great one, he expected to find the key in design simplicity. But when his team more than doubled the conversion rates for a wide range of sites, they identified simple yet powerful solutions involving design, copy,

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*appropriate
analysis, classic
optimization
techniques, and
targeted testing.*

*You'll find the fixes
easy to implement,
and they're all
right here.*

*Understand the
essentials - your
market, your
proposition, and*

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Optimization The
your delivery.

Definitive Guide
To Testing And
Tuning For
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***Create a site that
is seen by the right
people, provides a
compelling***

***experience, and
generates the
desired action.***

***Learn how to use
testing to improve
your site's
conversion rate.***

Discover the

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***holistic nature of
web site
optimization and
why multiplicity
matters. Examine
dozens of simple
techniques for
building traffic,
engaging your
audience, and
crafting effective
calls to action.
Combine creativity***

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***with analysis for
the best possible
results. Ben Hunt
is Principal
Consultant for
Scratchmedia Ltd.
He operates webde
signfromscratch.c
om, which
provides tutorials
and advice to over
120,000 web
developers each***

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month. Ben has been designing, coding, and producing web sites for clients worldwide for more than 15 years, and is considered a leader in the web usability industry. Forewords by Ken McCarthy, founder

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of the System
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Training For
Drayton Bird
Associates. 2nd

Step-by-step
instructions for
executing a
website testing
and optimization
plan Website
optimization is can
be an

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***overwhelming
endeavor due to
the fact that it
encompasses so
many strategic and
technical issues.***

***However, this
hands-on, task-
based book
demystifies this
potentially
intimidating topic
by offering smart,***

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practical, and tested instructions for developing, implementing, managing, and tracking website optimization efforts. After you learn how to establish an optimization framework, you then dive into

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*learning how to
develop a plan,
test appropriately
and accurately,
interpret the
results, and
optimize in order
to maximize
conversion rates
and improve
profits. Zeroes in
on fundamentals
such as*

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***understanding key
metrics, choosing
analytics tools,
researching
visitors and their
onsite behavior,
and crafting a plan
for what to test
and optimize
Walks you through
testing and
optimizing specific
web pages***

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*including the
homepage, entry
and exit pages,
product and
pricing pages, as
well as the
shopping cart and
check-out process
Guides you
through important
optimization areas
such as optimizing
text and images*

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Addresses advanced topics including paid search optimization, Facebook fan page optimization, rich media, and more
Includes a companion website that features expanded examples,

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additional
resources, tool
reviews, and other
related information
Full of interesting
case studies and
helpful examples
drawn from the
author's own
experience,
Website
Optimization: An
Hour a Day is the

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***complete solution
for anyone who
wants to get the
best possible
results from their
web page.***

***Marketer Perry
Marshall converts
the widely known
80/20 principle into
a master
framework that
multiplies the***

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***power of
everything you do
in sales and
marketing and
makes scary-
accurate***

***predictions. It's the
ultimate secret to
selling more while
working
less. Guided by
famed marketing
consultant and***

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Optimization The
best-selling author
Perry Marshall,
sales and
marketing
professionals save
80 percent of their
time and money by
zeroing in on the
right 20 percent of
their market - then
apply 80/202 and
80/203 to gain 10X,
even 100X the

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success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain

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coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to

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put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and incremental improvements, gaining time and greater profit potential.

***Supported by
online tools from***

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***Marshall, including
The 80/20 Power
Curve, a tool that
helps you see
invisible money,
and a Marketing
DNA Test, a
personal
assessment that
zeroes in on one's
natural selling
assets, this
timeless guide***

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*promises to
change the game
for seasoned and
novice marketers
and sellers.*

*Conversion Rate
Optimization:
Using
Neuroscience and
Data to Boost Web
Conversions is a
book for people
looking to fast*

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*track conversion
rate growth and
unlock the true
potential of a
digital property.*

*Dr. Ali Nasser has
worked with
leading brands
such as GE Digital,
NBA Store, Maui
Jim, Workday and
Netflix. He shows
how anyone can*

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craft a strategy to dominate their online market.

Nasser will push you to rethink your approach to optimization of complex buyer journeys. Learn why most tests have no result or very poor lifts in conversion rate.

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***Conversion is half
the digital
equation: either an
ad or site drives
more traffic or
clicks, or it
converts more
views or traffic
into revenue. To
date most
marketers have
not focused on
conversion***

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optimization, leaving a massive opportunity for brands to leverage the knowledge in this book to outperform their competition. The book covers key challenges to any conversion optimization program, as well

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***as how to tackle
each issue,
exploring specific
opportunities for
conversion
growth. More
importantly,
Nasser gives
readers the tools
with which to think
about how to
develop a
systematic***

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***approach to
conversion
optimization. The
book highlights
key concepts that
can be effectively
parlayed into near
term revenue
gains for any
business relying
on a digital
presence.***

Product-Led

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***Growth
Apply the
Customer-Centric
Methodology That
Has Doubled the
Sales of Many
Leading Websites
The Complete
Guide to Google
Website Optimizer
AdWords For
Dummies
SEO for Growth***

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Optimization The
***The Most Powerful
Way to Turn Clicks
Into Customers
Designing
Persuasive 2nd
Websites***

How much money are you losing because of poor landing page design? In this comprehensive, step-by-step guide, you'll learn all the skills necessary

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*to dramatically improve
your bottom line,
including identifying
mission critical parts of
your website and their
true economic value,
defining important
visitor classes and key
conversion tasks,
gaining insight on
customer decision-
making, uncovering
problems with your
page and deciding*

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which elements to test, developing an action plan, and avoiding common pitfalls.

Includes a companion website and a detailed review of the Google Website Optimizer tool. A holistic approach to conversion rate optimization that encompasses an entire business—online and offline—to drive more

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Conversion's 2nd
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sales and referrals, and increase bottom-line profits In order for your business to survive, you must convert anonymous traffic into sales. The better you do that, the more money you make. The science of tweaking and testing webpages to convert the maximum number of people is known as conversion

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*rate optimization
(CRO). Convert Every
Click introduces an
expanded vision of
CRO that the author,
Benji Rabhan, calls
"holistic conversion
rate optimization."*

*Internet technology and
innovation have
changed the way you
should be optimizing
your business, your
marketing, and your*

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*Optimization The
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*websites. The book
looks at the psychology
behind this new way of
optimizing an entire
business for more
profits. It examines
how your website plays
a role in your overall
business strategy, and
details how to use CRO
psychology and
strategies to increase
profits. Teaches proven
strategies for*

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Optimization The
*increasing conversions
across your entire
business Details
various split testing and
data gathering methods
and when to use each
one Unveils a holistic
approach to conversion
rate optimization, using
technology to create a
more customer-centric
experience that not only
increases conversions,
but also improves*

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*customer engagement
and satisfaction With
guidance from Convert
Every Click, you'll
learn how to boost
conversions and
consumption across
your entire business by
maximizing every bit of
your hard-earned
traffic before, during,
and after a sale.*

"We are all

DigiMarketers now - or

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we should be. The authors have for the first time provided a lucid, hype-free, business-based and practical guide to the new age of marketing:

it is a kind of digital Baedeker, which should be on every businessman's bookshelf." —Miles Young, Chairman, Ogilvy & Mather Asia Pacific

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"The digital frontier is now the center of our universe. As Kent Wertime and Ian Fenwick show, marketers must seize this digital opportunity to accelerate their market growth." —John A. Quelch, Senior Associate Dean and Lincoln Filene Professor of Business Administration,

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Harvard Business School "Too many advertisers are stuck in the primordial soup when it comes to their digital marketing strategy. However, they need to evolve fast if they are to survive in a multi-channel landscape. This timely book acts like an Origin of the Species, steering hesitant brand owners

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through the complexities of the digital ecosystem. An impressive blend of academic theory, professional insight and practical advice."

*—Paul Kemp-Robertson,
Co-founder & Editorial
Director, Contagious w
ww.contagiousmagazin
e.com "DigiMarketing:
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New Marketing &*

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Digital Media is a clear call for companies to evolve their marketing practice. This book is essential reading for anyone seeking a roadmap to the future of business." —Dipak C. Jain, Dean, Kellogg School of Management

"The rise of conversational media new forms of distribution - from

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*blogs to mobile
platforms - challenge
traditional approaches
to marketing, and
require every business
to have a transition
plan. Kent Wertime and
Ian Fenwick have
written a book that is
required reading for
any marketers
interested in
successfully making
that transition."* —John

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*Battelle, CEO and
Founder, Federated
Media Publishing and
Author, The Search
"Kent Wertime and Ian
Fenwick have written
the definitive guide to
marketing in the digital
age. But Digimarketing
does more than educate
marketing
professionals. It
describes the new
media landscape*

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brilliantly, making it an essential read for anyone who hopes to understand the most important technological revolution of the past fifty years. I wore out three yellow highlighters before realizing that every sentence and every paragraph is worth committing to memory." —Norman

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Inc. and Managing
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*The CEO's Digital
Marketing Playbook is
the definitive playbook
and crash course for
both the baseline and*

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advanced digital and direct marketing that every company on Earth needs to deploy in the 21st Century. Unlike the hundreds of books about social media or online advertising concepts, this step by step guide lays out every strategy and tactic that is essential to achieving the single greatest

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100, needs to
understand every
concept in this book or
risk bleeding money
and opportunity, which
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you step-by-
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instruction and
clear action
plans for all
crucial aspects
of successful
internet
marketing: SEO,
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generate sales,
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or revenue at
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receive a

thorough SEO

education,

while

experienced SEO

practitioners

get an

extensive

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engagements.

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data, and links
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to track

results and
measure success
Examine the
effects of
Google's Panda
and Penguin
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lose. Almost all of them. Many never make a profit. Others are successful at first, and then get crushed by competitors. This book is about how to buck the trend--to make websites that customers love

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and that are outrageously profitable. The methodology is based on the authors' award-winning work growing many of the world's biggest web companies--plus hundreds of smaller, market-leading

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over eighty
different
industries. In
this book,
you'll get what
successful web
businesses do
differently (and
others get
wrong) How to
easily identify
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biggest*

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CUSTOMERS AND
CLIENTS FOR
LIFE. *It is more
difficult than
ever for
businesses and
marketing
professionals to
cut through the
noise to create
relationships
with their
customers.*

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*Organizations
that focus on
converting their
customers to
members and
helping them
achieve the
lasting
transformation
they are seeking
rather than
simply offering
the transaction
of the moment*

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are winning. The
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promises to

teach readers
how to develop a
system to take

every customer
from where they
are to where

they want to be
by building on
the innovative

principles first

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in Duct Tape
Marketing and
honed over three
decades of
working with
thousands of
businesses.*

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Customer Success
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Ultimate
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strategy must
come before
tactics. How to
narrow your
focus and choose
only ideal
customers. Why
no one wants
what you sell –
and what they
actually want.
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strategy. How to
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journey. How to
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business with
your customers.
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help readers
take control of
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ridiculously*

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crazy challenges
and dynamic
duets to daring
dance moves and
lip-sync
legends,
discover the
TikTok stars

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day. Uncover all
the inside info
on
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amazing TikTok
stars you should
be watching
RIGHT NOW. With
details of their
star style,
their best*

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*videos, their
lives outside of
the app and
other must-know
facts, this is
the ultimate
insider book for
everyone*

*obsessed with
all things
TikTok. Packed
with profiles,
quizzes, fill-in
fun and loads of*

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creating your
own videos, from
the perfect
camera angle to
the best
background. Be
inspired to
create and share
your very own
TikTok style -
it's your time
to shine!*

Can your
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*software sell
itself?*

*Convention and
the trillion-
dollar sales
industry claim
that it's
impossible for
your product to
sell itself. Yet
successful
software
businesses like
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HubSpot make
millions selling
to customers who
never once
reached out to a
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That Sells
Itself, growth
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the traditional SaaS marketing and sales playbook and introduces a completely new way to sell products. Bush reveals how your product--not expensive sales teams--can be the main vehicle to acquire,

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Growth, Bush

explains: Why
you should flip
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sales process on
its head and
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product into a

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or hybrid model;
How to turn free
users into
happy, paying
customers.

History tells us
that "how" you
sell is just as

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*important as
"what" you sell.
Blockbuster
couldn't compete
with Netflix by
selling the same
digital content,
and you need to
decide "when"
not "if" you'll
innovate on the
way you sell.
Are you going to
be product-led?*

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*Or will you be
disrupted, too?*

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**cost-efficient
advertising
campaigns on
the Web, and
accounts for the
bulk of Google's
\$6 billion in
annual revenues
This all-new
guide helps
advertisers get a
handle on
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complexities and**

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**nuances, adopt
AdWords best
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ka-ching! Topics
covered include
conducting quick
and cheap
market research,
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message that
cuts through the
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that an ad points
to, testing
strategies,
tracking results,
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Includes an
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website was one
that merely
didn't take all
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optimization can
spell the
difference
between
enterprise**

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comprehensive
guide to the tips,
techniques,
secrets,
standards, and
methods of
website
optimization.

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maximizing
leads, from
revving up
responsiveness
to increasing
navigability,
from prospect
retention to
closing more
sales, the world
of 21st century
website**

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search engine
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strategies,
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lead creation and
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site speed,
reduced
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footprint,
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reliability, and
improved
navigability will
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with those
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methods to
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site's total
effectiveness. In
this book for
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managers,
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King, president
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conversion rates
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leads with site
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hierarchies, and**

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slogans Web**

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increase speed,
reduce your
download
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increase
reliability**

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-- including client-
side techniques
such as on-
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progressive
enhancement,**

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images to save
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tips include
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parallelism,
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you and your
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**profitable
website needs to
be well designed,
current, highly
responsive, and
optimally
persuasive if
you're to attract
prospects,
convert them to
buyers, and get
them to come
back for more.
This book**

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describes
precisely what
you need to
accomplish to
achieve all of
those goals.

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money online?
Then ignore
social media at
your own risk.
Social media is
vital if you want
to your business

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to thrive, and though you can't control the conversations, you can influence them. This book will teach you how. If mismanaged, social media can create more noise than signal. It can be a time and

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energy suck—for you and your audience. Or worse still, it can become an echo chamber for negative PR. If done well, guerrilla social media marketing can help you persuade, command attention,

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dialogue,
differentiate
yourself, capture
new markets,
and
outmaneuver the
competition—all
on a shoestring
budget. Whether
you're selling
digital goods and
services,
physical goods,

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or local services,
this book has the
answers.

Strategize and
optimize your
social presence
in ways you
didn't know were
possible Drive
more clicks and
sales with better-
performing
Facebook ads
Develop

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**remarkable
content with
viral potential
Manage your
online
reputation,
instead of letting
it manage you
Integrate social
media into your
SEO strategy,
and vice versa
Leverage online
influencers to**

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**promote your
brand, and
become an
influencer
yourself
Four
acknowledged
experts in search
engine
optimization
share guidelines
and innovative
techniques that
will help you**

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**plan and execute
a comprehensive
SEO strategy.**

**This second
edition brings
you up to date
on recent
changes in
search engine
behavior—such
as new ranking
methods
involving user
engagement and**

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**social
media—with an
array of effective
tactics, from
basic to
advanced.**

**Comprehend
SEO's many
intricacies and
complexities
Explore the
underlying
theory and inner
workings of**

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search engines
Understand the
role of social
media, user
data, and links
Discover tools to
track results and
measure success
Recognize how
changes to your
site can confuse
search engines
Learn to build a
competent SEO

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core need for
today's online
businesses.**

**Written by some
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practitioners out
there, this book
can teach you
what you need to
know for your
online business."**

**—Tony Hsieh,
CEO of**

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Inc., author of
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bestseller
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Happiness
The Art and
Science of
Converting
Prospects to
Customers
Convert Every
Click
Using**

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And Data To
Boost Web
Conversions
Turning
Browsers into
Buyers &
Prospects into
Leads
Conversion Rate
Optimization
Mastering Search
Engine
Optimization**

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Convert!

***The role of
maths and
statistics in the
world of web
analytics is not
clear to many
marketers. Not
many talk or
write about the
usage of
statistics and
data science in
conversion***

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been written to
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fill this
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gap. This expert
guide will teach
you exactly what
you need to
know. It will
teach you how to
leverage the
knowledge of
maths and

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**statistics in
order to
accurately
interpret data
and take actions
which can
quickly improve
the bottom-line
of your online
business. Every
topic covered in
this book has
something to do
directly with**

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***your day to day
job. This book
covers vital
topics on maths
and statistics
which every
internet
marketer/web
analyst should
get familiar with
in order to
achieve optimum
results from
their analysis,***

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marketing
campaigns and
conversion
optimization
efforts. It
explains some of
the most useful
statistics
terms/concepts
one by one and
will also show
you their
practical use in
web analytics

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**and conversion
optimization, so
that you can take
advantage of
them
straightaway. "**

**How Your
Business Can Use
the Science That
Helped Win the
White House The
average
conversion
rate—the rate at**

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***which visitors
convert into customers—across
the web is only
2%. That means
it's likely that
98% of visitors to
your website
won't end up
converting into
customers.
What's the
solution? A/B
testing. A/B***

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**testing is the
simple idea of
showing several
different
versions of a web
page to live
traffic, and then
measuring the
effect each
version has on
visitors. Using
A/B testing,
companies can
improve the**

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**effectiveness of
their marketing
and user
experience and,
in doing so, can
sometimes
double or triple
their conversion
rates. Testing
has been
fundamental in
driving the
success of
Google, Amazon,**

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Netflix, and other top tech companies. Even Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race. In the past, marketing teams

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**we were unable to
unleash the
power of A/B
testing because
it required costly
engineering and
IT resources.**

**Today, a new
generation of
technology that
enables
marketers to run
A/B tests without
depending on**

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**engineers is
emerging and
quickly becoming
one of the most
powerful tools
for making data-
driven decisions.**

**Authors Dan
Siroker and Pete
Koomen are
cofounders of
Optimizely, the
leading A/B
testing platform**

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***used by more
than 5,000
organizations
across the world.
A/B Testing: The
Most Powerful
Way to Turn
Clicks Into
Customers offers
best practices
and lessons
learned from
more than
300,000***

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**experiments run
by Optimizely
customers. You'll
learn: What to
test How to
choose the
testing solution
that's right for
your
organization How
to assemble an
A/B testing
dream team How
to create**

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***personalized
experiences for
every visitor And
much more
Marketers and
web
professionals will
become obsolete
if they don't
embrace a data-
driven approach
to decision
making. This
book shows you***

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***how, no matter
your technical
expertise. And
Stop guessing,
start testing, and
enjoy greater
success with
your website. If
you're looking
for more leads,
sales, and profit
from your
website, then
look no further***

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***than this expert
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Google's free A/B
and multivariate
website testing
tool, Google
Website
Optimizer.
Recognized
online marketing
guru and New
York Times
bestselling
author, Bryan***

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**Eisenberg, and
his chief
scientist, John Q
uarto-
vonTivadar,
show you how to
test and tune
your site to get
more visitors to
contact you, buy
from you,
subscribe to your
services, or take
profitable**

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**actions on your
site. This**

practical and

easy-to-follow

reference will

help you:

Develop a

testing

framework to

meet your goals

and objectives

Improve your

website and

move more of

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**your customers
to action Select
and categorize
your products
and services with
a customer-
centric view
Optimize your
landing pages
and create copy
that sells Choose
the best test for
a given
application Reap**

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***the fullest
benefits from
your testing
experience
Increase
conversions with
over 250 testing
ideas Take the
guesswork out of
your online
marketing
efforts. Let
Always Be
Testing: The***

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**Complete Guide
to Google
Website
Optimizer show
you why you
should test, how
to test, and what
to test on your
site, and
ultimately, help
you discover
what is best for
your site and
your bottom line.**

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***Email
marketing's
power is
matched only by
how incredibly
misunderstood it
is. Email***

***Marketing Rules
demystifies this
vital channel,
taking you step
by step through
150 best
practices,***

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***providing
extensive
tactical
checklists, and
giving you
strategic
frameworks for
long-term
success. Updated
and greatly
expanded, the
3rd Edition of
Email Marketing
Rules will help***

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**you... Set the
right program
goals by
understanding
"deep metrics"
and properly
interpreting
campaign,
channel, and
subscriber
metrics Build
high-
performance lists
by identifying**

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valuable
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subscriber
To Trusty And
acquisition
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sources, using
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appropriate
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permission
practices, and
managing
inactives wisely
Ensure your
emails are
delivered by
understanding
the factors that

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providers to
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messaging with
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effective subject
lines, savvy
designs, and
smart targeting
Automate your
messaging so
you address
moments that
matter and

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create highly
engaging
subscriber
And
journeys Develop
solid workflows
that avoid errors
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Your web site is a
business—design it like

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one. Billions of
dollars in spending

Decisions are

influenced by web

sites. So why aren't

businesses laser-

focused on designing

their sites to maximize

their Return on

Investment (ROI)?

Web design can do

more than make a site

look good—it can be a

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weapon that enhances
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make web sites

accountable. It's time
to make design
decisions based on
metrics and business
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examples from a wide
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Supercharge your
marketing strategy
with data analytics In
Data-First Marketing:
How to Compete &
Win in the Age of
Analytics,

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distinguished authors
Miller and Lim
demystify the
application of data
analytics to marketing
in any size business.

Digital transformation
has created a widening
gap between what the
CEO and business
expect marketing to
do and what the CMO
and the marketing

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organization actually deliver. The key to unlocking the true value of marketing is data – from actual buyer behavior to targeting info on social media platforms to marketing's own campaign metrics.

Data is the next big battlefield for not just marketers, but also for

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the business because
the judicious
application of data
analytics will create
competitive advantage
in the Age of

Analytics. Miller and
Lim show marketers
where to start by
leveraging their
decades of experience
to lay out a step-by-
step process to help

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businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to

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complete your own
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transformation. Data-
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To Testing And
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to Compete & Win in
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the Age of Analytics

should be used by
CMOs and heads of
marketing to institute
a data-first approach
throughout the
marketing
organization.

Marketing staffers can

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pick up practical tips
for incorporating data
in their daily tasks
using the Data-First
Marketing Campaign
Framework. And

CEOs or anyone in the
C-suite can use this
book to see what is
possible and then help
their marketing teams
to use data analytics to
increase pipeline,

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revenue, customer
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loyalty – anything that
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drives business
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website visitors into
customers Part science
and part art,
conversion
optimization is
designed to turn
visitors into
customers. Carefully

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developed
testing procedures are
necessary to help you
fine-tune images,
headlines, navigation,
colors, buttons, and
every other element,
creating a website that
encourages visitors to
take the action you
seek. This book guides
you through creating
an optimization

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strategy that supports
your business goals,
using appropriate
analytics
tools, generating
quality testing ideas,
running online
experiments,
and making the
adjustments that work.

Conversion
optimization is part
science and part art;

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this guide provides
step-by-step guidance
to help you optimize
your website for
maximum conversion
rates Explains how to
analyze data, prioritize
experiment opportunities,
and choose the
right testing methods
Helps you learn what
to adjust, how to do it,
and how to analyze the

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results Features hands-
on exercises, case
studies, and a full-
colorinsert reinforcing
key tactics Author has
used these techniques
to assist Fortune
500clients You
Should Test That
explains both the
"why" and the "how"
of conversion
optimization, helping

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you maximize the
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value of your website.

To Testing And
"Search Engine

Optimization, also
Tuning For
known as SEOs, is how
Conversion?
people search and find

your website on the
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Internet. ... SEO is a
key growth channel
for your business, but
the rules of SEO have
changed dramatically
in recent years. To

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grow your business in today's economy, you need a strong online presence. But what does that entail exactly? Marketing is no longer about mass-market advertising and outbound sales; it's about capturing demand -- grabbing the attention of people already looking to

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make a purchase or
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acquire specific
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knowledge. To do
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that, your content
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needs to be at the top
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of Internet search
results"--Amazon.com

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Million People in 10
Minutes
The Ultimate
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Making Websites Win
Relationship
Marketing in the

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Digital World

Google processes
nearly 6 billion
searches every

day—making it a
powerful

advertising medium

your business can ' t
afford to ignore.

Google AdWords
experts Perry

Marshall and Bryan

Todd, joined by

AdWords and

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analytics specialist
Mike Rhodes,

present the And

fundamentals,

techniques, tools,
and tricks that

Google should teach
you, but doesn't.

This latest edition
introduces revised,
expanded, and new
chapters covering

Enhanced

Campaigns, Google

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and Google 's
Product Listing
Ads, as well as an
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Google 's Universal
Analytics. You'll
learn how to:
Master Enhanced
Campaigns, Google
Shopping
Campaigns, and
Google Analytics
Implement flexible

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Network Profit
using local
advertising Corner
the second largest
search engine with
YouTube ads Avoid
costly mistakes
made by most
Google advertisers
Chisel your way

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Advertising and
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with Google ' s
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