



# Online Marketing

*Ravi Damani, Chetan Damani, Dana Farbo, Jane Linton*

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Online Marketing illustrates how to create an online media plan and deliver it through a focused marketing mix. It offers inside industry knowledge on search engine optimization, pay per click advertising, rich media advertising, email marketing, viral marketing and affiliate marketing as well as indirect methods like social networks and blogs. The book is a practical resource that is packed with facts and tips to help the reader understand and effectively use these modern marketing techniques.

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