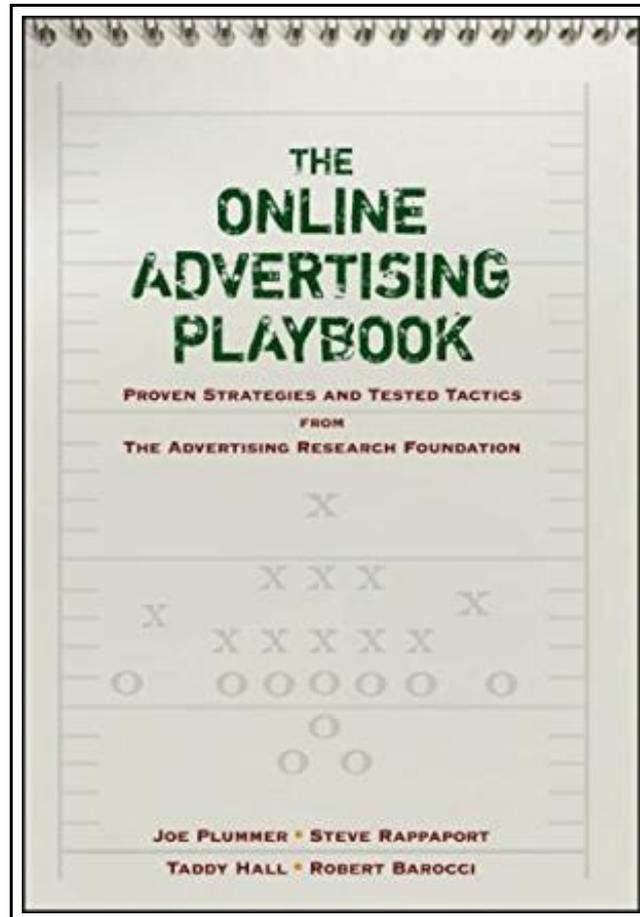


The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation



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Reviews

It is really an incredible publication which i actually have possibly read through. It really is writter in easy phrases and not confusing. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Jodie Wehner)

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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation, Joe Plummer, Stephen D. Rappaport, Taddy Hall, Robert Barocci, Ridgway H. Hall, Praise for The Online Advertising Playbook "Finally, someone has documented all we know about online advertising and how to do it right. As much as this confirms that online advertising really works, we know that marketers don't always get it right. The ARF's The Online Advertising Playbook provides critical insight on what sticks and what doesn't in online advertising and marketing." -Greg Stuart, CEO and President, Interactive Advertising Bureau and coauthor of What Sticks "The Online Advertising Playbook's principles, case studies, and strategic insights equip marketers with the best knowledge available. It will help your online advertising achieve the full range of marketing objectives, from lead generation and customer acquisition to driving trial and loyalty." -Tim Kopp, Vice President, Global Interactive Marketing, The Coca-Cola Company "To grow interactive marketing from here we need to institutionalize our wisdom and experience about what works. This book explains, in a disciplined way, what marketers have learned from a decade of massive change." -Ted McConnell, Interactive Innovation Director, Procter & Gamble "The Online Advertising Playbook is a milestone in the maturation of interactive advertising, but also an invaluable go-to guide for managers trying to make smart decisions with their advertising budgets." -Van Riley, Vice President of Research, AOL "The best marketing communication is spawned from what I call 'informed intuition.' After reading The Online Advertising Playbook, I am far better informed on how to optimize the online channel in our advertising and promotional programs. It's a perfect blend of case studies and research-backed learning." -Rod DeVar, Manager, Advertising and Promotion, United States Postal Service "Savvy marketers should..."



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