

Online Marketing: A User's Manual

Murray Newlands

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This is Your Complete Manual of Digital Marketing Magic. How do you stay out in from when everything's moving so fast? The internet and social media have changed how we do our jobs beyond recognition. Sometimes it's exciting; other times it's just frightening. Online Marketing has all the answers. Murray Newlands tells you everything you need to know; how to do it; how to do it even better; and what the future might hold. With this book you'll get closer to your customers, increase conversions, learn more about the tools, understand digital brands, and become better networked. What more could you want?

About the AuthorMurray Newlands is a leading international digital marketing advisor. He consults to companies around the world to help them improve their digital strategies. A former lawyer, Murray started out in online marketing over a decade ago, and has worked with some of the leading agencies, advertisers and networks since then. He speaks regularly at social media and marketing events in the US and the UK. Murray blogs at www.murraynewlands.com and tweets at @MurrayNewlands