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# Google Adwords That Work (52 Brilliant Ideas)

*Jon Smith*

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# Google Adwords That Work (52 Brilliant Ideas)

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**Google Adwords That Work (52 Brilliant Ideas)** Jon Smith
Google AdWords that work is intended for web owners, marketing managers, project managers and anyone interested in promoting their website effectively. It is for the non-techie who wants to be involved - this book will show you how to research, prepare and run your own AdWords campaign and will also give you the tools and the confidence to be able to explain to other team members, third-party suppliers and anyone else you care to talk to, about what it is you want them to do for you. AdWords can offer you a real chance of 'getting big, fast'. This isn't about just throwing a limitless budget at Google and seeing what happens, with your fingers crossed that something will stick - quite simply, through a systematic and prepared campaign you can quite easily grow from obscurity to perceived market leader in a couple of months. Google Adwords that work shows you how.

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