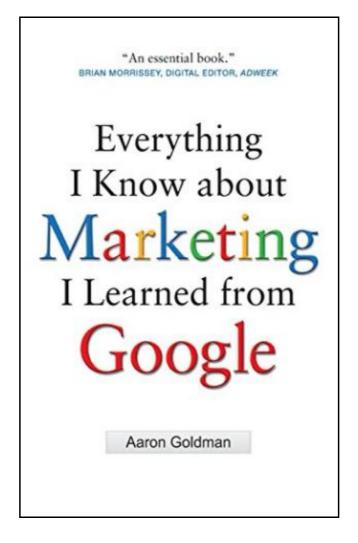
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Reviews

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EVERYTHING I KNOW ABOUT MARKETING I LEARNED FROM GOOGLE



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Everything I Know About Marketing I Learned from Google, Aaron Goldman, Want Market Share? Google It! "Google is a once-in-ageneration company. Aaron Goldman has writtenan essential book that goes beyond telling us how Google became soimportant to explaining why the revolution it's leading will affecteveryone in media and marketing." -Brian Morrissey, Digital Editor, Adweek "An insightful tour of the elements that have made Google successful combinedwith a usable guide on how to apply this learning to your business." -Rishad Tobaccowala, Chief Strategy & Innovation Officer, Vivaki About the Book You know you've hit it big when your namebecomes a verb-and no one knows that better than Google. In just over 10 years, Google has become the world's most valuablebrand, consistently dominating its category and generating \$6 billion in revenue per quarter. How does Google do it? In a word: marketing. You may not think Google does much marketing. Indeed, it doesn't do a lot of what has traditionallybeen viewed as marketing. But in today's digitalworld, marketing has taken new shape-andGoogle is at the cutting edge. In Everything I Know about Marketing I Learnedfrom Google, digital marketing expert AaronGoldman offers 20 powerful lessons straightfrom Google's playbook. Taking you deep into the inner workings of the Googleplex (which are simpler than you think), Goldman provides theknowledge and tools you need to build and growyour brand (which is also simpler than you think). Along the way, he shows how Google's tacticsare being used by a wide range of successfulcorporations, from Apple to Zappos. Key principlesinclude: Tap into the Wisdom of Crowds: Get the signalsyou need directly from your customers Keep It Simple, Stupid: Craft messagespeople can grasp in a nanosecond andpass along Don't Interrupt: Join the conversation-but avoid disrupting it Act Like Content: Provide value, notsales pitches Test...



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