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# Advanced Google AdWords™

## Third Edition

**Brad Geddes**

Foreword by Awinash Kaushik, Original Analytics Evangelist  
and Author of Web Analytics 2.0

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# Advanced Google Adwords Advanced Google Adwords

**Howie Jacobson, Joel McDonald, Kristie  
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## **Advanced Google Adwords Advanced Google Adwords:**

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**Advanced Google AdWords, 2nd Edition** Brad Geddes, 2012 Master every aspect of the powerful Google AdWords platform with this one of a kind guide AdWords expert Brad Geddes the first and only Advanced AdWords Seminar leader for Google shares his detailed instruction and insights to get new users up and running quickly and teach AdWords pros some slick new tricks This must have new edition offers 50 pages of fresh material on such topics as retargeting tracking for analytics video ad features ad extensions and much more The ultimate guide to advanced Google AdWords techniques authored by a respected AdWords expert who is the Advanced AdWords Seminar leader for Google and a well known internet marketing consultant Offers insight direction and strategies for using every aspect of AdWords to create and manage successful pay per click marketing campaigns Goes well beyond the basics and offers tips and tactics that you can apply immediately to your own campaigns Updated and better than ever Second Edition features 50 pages of new material including targeting capabilities and remarketing ad extensions bidding features tracking for analytics video ad features reporting features and more Provides busy marketers consultants PR professionals web developers and others with an invaluable step by step guide to keep on hand Includes a Google Adwords coupon If you want to drive the traffic you choose to your website then this is the guide to get you there

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*Advanced Google Ads (AdWords).* Adriaan Brits, 2018

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*Ultimate Guide to Google Adwords* Perry Marshall, Mike Rhodes, Bryan Todd, 2014 Covering the latest breaking news in Google AdWords the fourth edition of this best selling guide introduces revised expanded and new chapters covering Enhanced Campaigns Google AdWords Express and Google s Product Listing Ads as well as an introduction to Google s Universal Analytics

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