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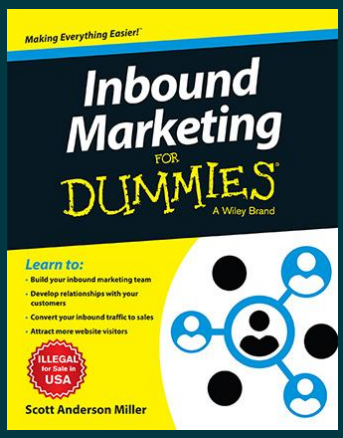

Inbound Marketing for Dummies

By Scott Anderson Miller

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Description

Inbound Marketing For Dummies will help you survive in today's complex business climate by showing you how to increase brand awareness, cement your brand loyalty, engage with potential buyers in a more conversational, human way and attract new buyers to your site. You'll discover how to use your website, social media, blogging, viral marketing and more to pull in new buyers to your site and grow your relationship with existing customers. You will also have access to a variety of worksheets and checklists online to help you expand your inbound marketing education beyond the book.

About the Author

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Anderson Miller is an entrepreneur

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