

# Google Adwords Guida Strategica Alladvertising E Al Search Marketing

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**IL MARKETING DALLA A ALLA Z**

ADWORDS (Google AdWords) E' uno strumento di pianificazione strategica usata per valutare i punti di forza (Strengths), di debolezza (Weakness), le opportunità (Opportunities) e le minacce (Threats) di un progetto o di un'impresa o di secondo certe linee guida stilistiche ben precise

**Lista novità librerie dicembre 2017 - Biblioteca cantonale ...**

Tamponi, Emanuele - Google AdWords : guida strategica all'advertising e al search marketing (Guida completa) - Milano : Apogeo, 2017 CDU: 33848

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