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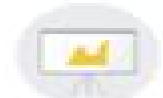
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Google Adwords Certification Study Guide

H Kauffman



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Google Display Exam and Video Exam Prep Guide for Adwords Certification Keith Penn, 2015-12-30

Last revised in December 2015 this guide prepares you to pass both Google's Advanced Display and Video Exams on the first try If it's on the test then it's in this guide Every question the author has seen on real tests can be answered with the material It presents just what you need to know Praise for the SearchCerts.com Exam Prep Series Explains all angles of the certification from benefits to the way Google handles its partners Andrew Kobylarz Account Executive Reminds me of the strong test preps I did for my GMAT Jordan Bell Marketing Manager Bottom line Get this book if you have some basic hands on knowledge of AdWords and you are looking to pass the AdWords test and join the Google Partner Program Elie Orgel SEO Director This digital marketing credential is held by those with job titles like PPC Analyst Account Executive Online Media Buyer Search Supervisor Search Engine Specialist Demand Generation Analyst Search Engine Marketing Manager Online Advertising Manager PPC Manager Client Manager and maybe most commonly Account Manager Jobs sales and career promotions are awarded to those with the AdWords qualification who can be trusted to optimize search engine marketing campaigns This guide shortens the time and experience it takes to get certified

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Investigating Google's Search Engine Rosie Graham, 2022-12-15 What do search engines do And what should they do These questions seem relatively simple but are actually urgent social and ethical issues The influence of Google s search engine is enormous It does not only shape how Internet users find pages on the World Wide Web but how we think as individuals how we collectively remember the past and how we communicate with one another This book explores the impact of search engines within contemporary digital culture focusing on the social cultural and philosophical influence of Google Using case studies like Google s role in the rise of fake news instances of sexist and

misogynistic Autocomplete suggestions and search queries relating to LGBTQ values it offers original evidence to intervene practically in existing debates It also addresses other understudied aspects of Google s influence including the profound implications of its revenue generation for wider society In doing this this important book helps to evaluate the real cost of search engines on an individual and global scale

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Careers in Marketing Eric Siebert, 2016 Careers in Marketing is divided into four sections based on the key activities of marketing Marketing Insights Marketing Planning Marketing Execution and Marketing Optimization The most relevant digital and traditional marketing roles are described across each of these activities Each role includes detailed descriptions of both traditional and digital marketing roles including key job responsibilities and an insider view of the day to day realities of the job The pros and cons of each role is

also described along with key success criteria salary information a typical career path as well as guidance on how to land one's first job

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