

Internet Marketing Secrets Finally Revealed

By Atlantic Publishing Co.

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New book on Internet Marketing released by Atlantic Publishing Company.

Two weeks ago Atlantic Publishing has released the new book of Miguel Todaro, Internet Marketing Methods Revealed.

This book teaches the fundamentals of online marketing implementation, including Internet strategy planning, quite a lot of secrets of search engine optimization (SEO), effective techniques to be first in Google and Yahoo!, vertical portals, effective online advertisement, and innovative e-commerce development.

Respected author and educator Miguel Todaro has created a complete introduction to Internet marketing that is instructive, clear, and insightful. In the writer own words: "This text is the result of several years of experimentation and accumulation of knowledge on this fascinating topic. Many professionals have been surprised about many of the findings I shared in my book."

Written in an instructive way, you will find fundamental concepts explained along with detailed diagrams (more than 120). Many short examples illustrate just one or two concepts at a time, encouraging you to master new topics by immediately putting them to use.

Miguel Todaro has been related to Internet from the very beginning: "I started working with online projects on the experimental academic atmosphere, around 1993 in La Plata University, in Argentina. Since then I haven't stop working for the private and government sector, producing hundreds of e-commerce and dynamic portals. The adaptation of marketing functionality to the Internet world is my priority; I understand SEO and all the others techniques, only as components of a complex overall plan designed to drive the right traffic to the right site.

This book is appropriate for marketing professionals as well as Web developers and programmers who have the desire to better understand the principles of Internet Marketing and its successful execution."

More information may be found on www.migueltodaro.com

About the author

Miguel Angel Todaro is originally from Buenos Aires, Argentina. He has been advisor of important corporations in marketing, multimedia and e-commerce projects. He is an expert in software development, with strong background in graphic design, multimedia programming and marketing. In 1997 he developed one of the first automotive e-commerce projects on the net, for the Italian company Fiat Auto International Corporation. As a consultant he helped major organizations such as UNICEF, AIGA, Oracle and IBM. He also developed experimental multimedia e-learning ventures for different companies in North America, including BP and Methanex Corp.

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