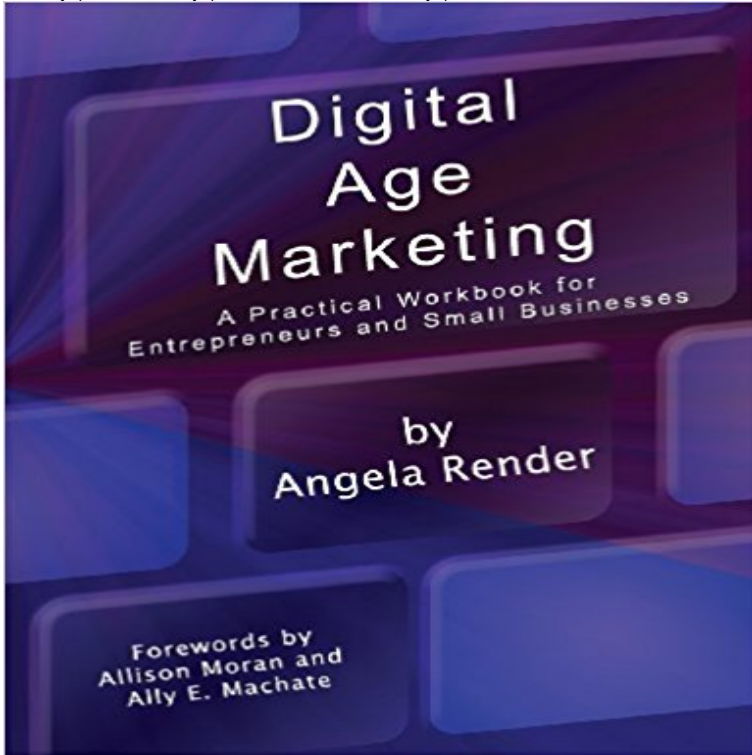


# Digital Age Marketing for Small Businesses



The Digital Age offers entrepreneurs and small businesses unparalleled, direct access to consumers and has leveled the playing field between small and big business in terms of reach versus cost. But the possibilities are overwhelming and the techniques necessary to capitalize on this reach are specialized and confusing. This book demystifies marketing in the Digital Age - the possibilities and the possesses. It helps you identify which places to concentrate your efforts, and teach you how to evaluate the effectiveness of your campaigns.

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