and new chapters covering Enhanced Campaings, Google AdWords Express, Google's Product Search, and AdWords' new Integration with Google Analytics. In Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout. Updates specific to this edition include: Power of attribute and condition-based advertising added to the core product Features Ad extension features Automation capabilities using AdWords scripts Bonus Online Content that includes links to dozens of resources and tutorials covering: regions where a domain is located; a way to note a website as a sponsor or a customer of the advertising; choosing a shopping cart service, finding products to sell, and starting up an Google AdWords account Readers are given the latest information paired with current scoreboards, fresh examples, and new techniques. The world renowned experts Perry Marshall, Mike Rhodes, and Bryan Todd advertisers learn how to build an aggressive, streamlined AdWords campaign proven to increase their search engine visibility, consistently capture clicks, double their website traffic, and increase their sales. Whether a current advertiser or new to AdWords, this guide is a necessary handbook.

Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor combined with the resources to launch and support his initiatives have been an inspiration. When Paul discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this classic memoir, Allen explains how he has solved problems, what he has learned from his many endeavors--both the triumphs and the failures--and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceX) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.

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