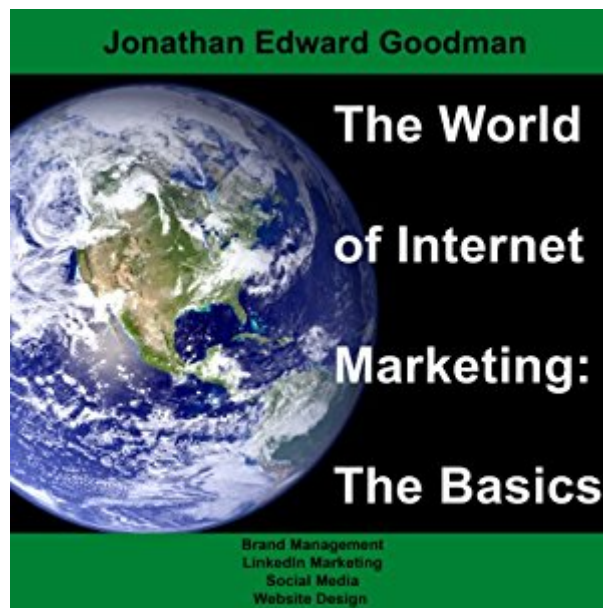


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# The World Of Internet Marketing: The Basics: Online Brand Building, Social Media, And Website Design, Volume 1



## Synopsis

Internet marketing expert Jonathan Edward Goodman presents the first book in his three part series: *The World of Internet Marketing*. This audiobook takes the listener on a journey from building an online presence to enhancing their Facebook, Twitter, and LinkedIn strategies. Along the way, the listener will learn secrets of social media marketing and how to make their sites accessible for all devices. For the novice, this audiobook is a step into the adventure of online marketing. For the expert, this audiobook serves as a refresher of critical areas needed to succeed. FEATURES: How to gain online credibility. How to develop a LinkedIn brand identity. How to get guest bloggers to write for your site. How to win with Facebook PLUS: Hundreds of dollars in savings!!

## Book Information

Audible Audio Edition

Listening Length: 1 hour and 26 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Jonathan Goodman

Audible.com Release Date: May 7, 2013

Whispersync for Voice: Ready

Language: English

ASIN: B00COV9A0E

Best Sellers Rank: #530 in Books > Audible Audiobooks > Nonfiction > Computers #620

in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #3228 in Books >

Computers & Technology > Networking & Cloud Computing > Internet, Groupware, &

Telecommunications

## Customer Reviews

I liked this little booklet. It was an easy read, straightforward, and informative regarding its topic. It explains a small business' need to create an Internet Presence. And it goes through the basic ways to create such a presence. Obviously you will need a Web site. A blog would be nice to have, too. And then getting involved in the LinkedIn site was also suggested and explained pretty well, too. A few other social media sites were mentioned like Facebook, but not overdone. I appreciated this since I am not a Facebook fan. The author is a fan of Wordpress.com, or at least I think he is. I know I am, and I agreed with all he said about it. You can create your Web site using Wordpress.com. You can create your blog or blogs using Wordpress.com. Or you can create all your sites (Web site

& blogs) using Wordpress.com. The author is a consultant to companies needing help with their Internet Presence. So the book is clearly a marketing piece to help promote his practice. Although I thought the booklet was well organized and well written, I thought it was kind of short to be called a book. I've been doing some reading lately on selling books through as ebooks and based on what I have read the Kindle edition of this book probably should have been no more than \$3.99 and probably should have been priced at \$2.99. This brings up an interesting point regarding this book - the use of as a way to sell content ( information & marketing materials) is yet another consideration when creating an Internet Presence mix. The author failed to discuss this, and I think it probably should have been discussed. Do you price such products at a higher price to make much money? Or do you price them so they will sell and be read at a lower price? 4 stars!

I read my review copy of Jonathan Edward Goodman's work over this past weekend and enjoyed it. The author states in the Introduction that he set out to write an "A-Z" book on Internet marketing but then decided to split it into three volumes, this work being Volume I in the series. He covers the basics about online reputation and brand management, the value of LinkedIn, Twitter, WordPress, blogging, and other social media sites and then goes on to scratch the surface on website design and architecture that will deliver maximum results for your efforts. If you are new to Internet Marketing then this is a good starting point. I only remove 1 star due to the relative shortness of the book which is 55 pages of content. I'm looking forward to reading the subsequent "advanced" volumes. ~~Review by the author of the e-book, "How to Build and Manage Your Brand (in sickness and in health)."

People starting a new business need to have a presence online and need to be able to be found. This book by Jonathan Goodman, *The World of Internet Marketing: The Basics* is a great little book for anyone who wants to gain online credibility, needs some information on creating their LinkedIn profile, blogging, Facebook and how to make your own web site found. With all the new technology out there business also need to make sure their websites are available for all kinds of different electronic devices and this book can help you tweak your web site in order to do that successfully. This is a short book, easy to read and full of some great information that will help you be successful online.

If you want to get started online, this short volume will show you: How to build an online presence and gain credibility How to gain value from some of the various aspects of LinkedIn Some basics on

blogging, Facebook and TwitterSome basics on web designThe book covers other topics as well but these basics are critical for everyone on the internet. I enjoyed reading this book and the valuable insights from Jonathan Edward Goodman.I recommend you read this book with a yellow highlighter, then go back and apply the lessons to your internet marketing.

Goodman is an internet guru.The book is short and simple so perfect for a beginner (as the name implies - "The Basics")Personal brands are increasingly become a important as corporate brands - think Oprah or Kim Kardashian.Goodman does not try to advocate "tricks" but suggests using old fashioned good, honest and genuine content. He has a great list of rules for writing a good, genuine blog post. The gist of it is add value (but you really need to see all the rules to do it well)Lots of cute cartoons make it fun.

This was an interesting read for me. I'm not an entrepreneur nor do I plan to start my own business....but I am interested in how the technological age affects us all. This book gives insight as to how the internet affects marketing, social influence, and the like. I feel more educated about how the web works - something I knew little about. Thank you, Mr. Goodman!

I am very intimidated by today's world of technology, particularly social networks. While I have a LinkedIn profile, I rarely saw the benefit - Jonathan Goodman certainly opened my eyes. There is a tremendous amount of information packed into this easy and fun to read book. I look forward to the next publication!

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