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Central—explains  
what  
every marketer or  
business owner  
needs to  
understand about  
search rankings,  
search data,  
comprehensive  
search  
strategies,  
and integrating

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14th Edition

your strategy  
into the  
businesses

processes.

Updated

statistics,

tools, and

recommendations

Details about

the latest

changes from

Google, Bing,

and the overall

search landscape

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## Marketing

Explanation and  
recommendations  
related to

Google's

substantial new  
search

algorithm, known  
as "Panda"

Discussion of  
the changing  
landscape of the  
integration  
of search and  
social media,

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including the  
addition of  
Google+ to

themix

Traditional  
marketing isn't  
enough anymore.  
Businesses need  
to evolve as  
customer  
behavior  
evolves.

Marketing in the  
Age of Google

*Page 103/107*

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Management  
shows you how.

14th Edition

Schermerhorn,

Management 14e

continues to

offer the same

balanced theory

approach as with

previous

editions.

Students need an

active and

engaged learning

classroom



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## Marketing

environment that  
brings personal  
meaning to

course content

and the

instructor's

course

objectives.

Schermerhorn

communicates

with students

through rich,

timely features

and cases that

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## Marketing

bring management topics, theories, and concepts to life. The underlying goal is to translate foundation theories into lasting tools for students as they move beyond the classroom where their

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skills will be  
put to the test.

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