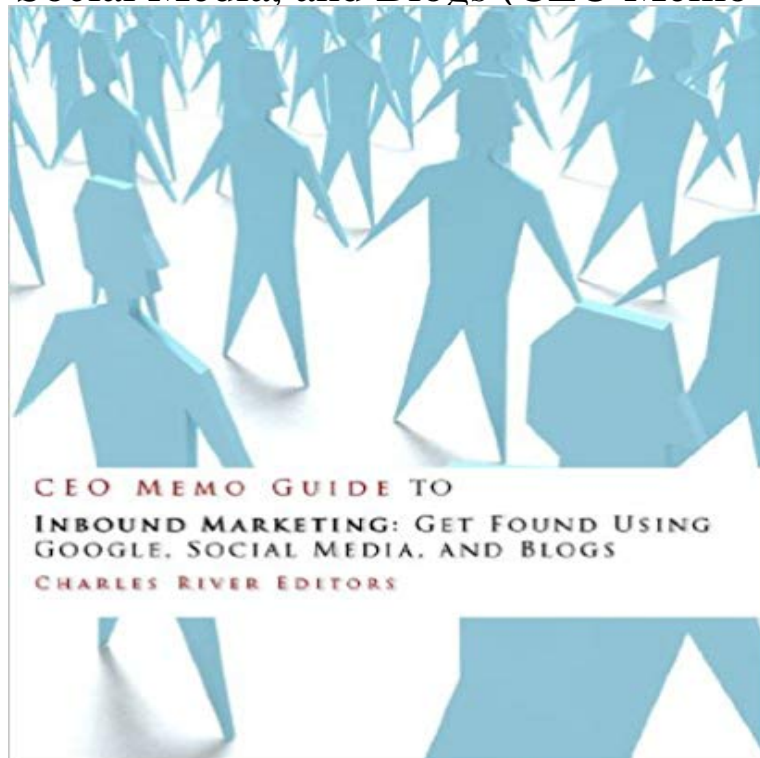


## The CEO Memo Guide to: Inbound Marketing: Get Found Using Google, Social Media, and Blogs (CEO Memo Guides Book 1)



The CEO Memo Guide series by Charles River Editors provides summaries for the business worlds most popular books, interspersed with new commentary. Each guide will save you time by summarizing and highlighting the key parts of each chapter of the book, without having to wade in and separate the filler from the important stuff. The CEO Memo Guide series is designed for executives, students, or interested readers who are interested in reading the key nuggets of insight from todays best business authors but dont have time to read the whole thing. The CEO Memo Guide allows you to learn the best ideas from the worlds top business authors in a fraction of the time at a fraction of the cost. This CEO Memo Guide gives you the key points of Inbound Marketing: Get Found Using Google, Social Media, and Blogs. The book discusses how to market yourself through search engine optimization, how to use social media to drive traffic, and insights and tips for improving your business marketing in the social media age.

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