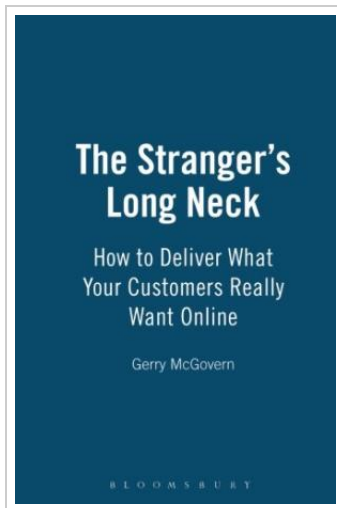




The Strangers Long Neck: How to Deliver What Your Customers Really Want Online

By Gerry McGovern

A&C Black. Paperback. Condition: New. 224 pages. Dimensions: 9.2in. x 6.7in. x 0.6in. The long-awaited new title from THE corporate expert on building the right web presence to drive sales! In an age that is exploding with information, it's now critically important for companies to identify what truly matters on their Web site. The web customer is a stranger online to web teams who must work in a medium where it is very difficult to know who is clicking around on your site. Every Web site has a long neck or a small set of tasks that are very important to its customers. If you don't make these tasks easy and fast to complete, your customers will go to your competition. This book will give you practical advice and case studies on how to tune in effectively to deliver precisely what your web customers want to make the sale! Gerry McGovern is widely regarded as the number one worldwide authority on managing web content as a business asset. Named as one of the 100 most influential figures in e-commerce in the UK and Ireland, he has appeared on CNN, CNBC and BBC television and has been featured in numerous print media publications....



READ ONLINE
[7.98 MB]

Reviews

This composed pdf is fantastic. It normally will not expense too much. You will like how the writer write this publication.

-- **Dr. Jerald Hansen**

This publication is worth getting. it absolutely was writtern very completely and useful. I am quickly could possibly get a pleasure of reading a written publication.

-- **Ariane Rau**

Related Kindle Books



Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.You have the power, Dad, to influence and educate your child. You can teach your child about a virtue or...



Fifty Years Hence, or What May Be in 1943

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional engineer, with the intent of making a...



Ninja Adventure Book: Ninja Book for Kids with Comic Illustration: Fart Book: Ninja Skateboard Farts (Perfect Ninja Books for Boys - Chapter Books for Kids Age 8 - 10 with Comic Pictures Audiobook with Book)

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.BONUS - Includes FREE Dog Farts Audio Book for Kids Inside! For a very time limited period you can download...



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.



Kindle Fire Tips And Tricks How To Unlock The True Power Inside Your Kindle Fire

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 52 pages. Dimensions: 9.0in. x 6.0in. x 0.1in. Still finding it getting your way around your Kindle Fire Wish you had the answers to all your frequently asked...



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...