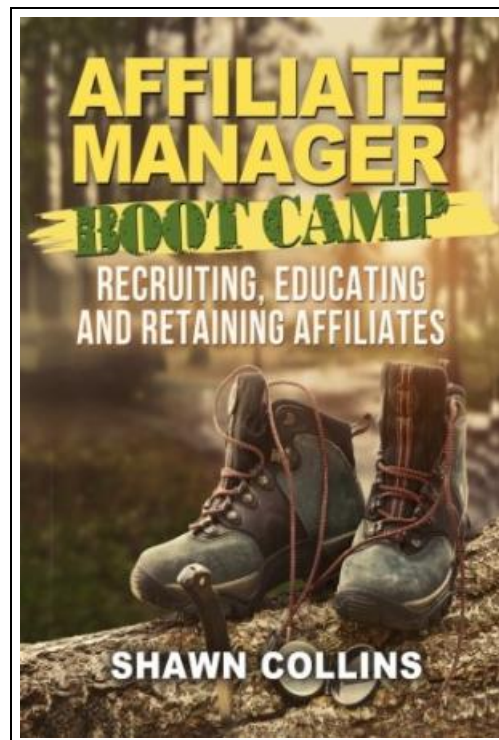


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Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In *Affiliate Manager Boot Camp: Recruiting, Educating, and Retaining Affiliates*, author Shawn Collins presents a three-step approach for affiliate managers to recruit, educate, and retain affiliates in their affiliate programs. Drawing on his ten years of experience as an affiliate manager and his work as an affiliate marketer since 1997, Collins reveals a process for cultivating and maintaining relationships with affiliates. The book describes a method that focuses on quality over quantity when it comes to affiliates, and it recommends working side by side with affiliates as valuable partners in a mutually beneficial affiliation. *Affiliate Manager Boot Camp: Recruiting, Educating, and Retaining Affiliates* is not about the other nuts and bolts of starting and running an affiliate program. You won't learn about policing affiliates, setting budgets and projections, determining commission rates, etc. It's all about recruiting, educating, and retaining affiliates for a strong affiliate program. Collins' first affiliate management book, *Successful Affiliate Marketing for Merchants*, published in 2001, was dubbed the bible of affiliate marketing by *Revenue Magazine*. He also wrote the international best-selling *Extra Money Answer* in 2013, which was a step-by-step guide for creating an affiliate website.



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