

SoftUni Google Ads - January 2025

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Подкасти

- [Performance Marketing Insiders](#)
- [The Revenue Marketing Report](#)
- [Marketing School](#)
- [Online Marketing Made Easy](#)
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- [Benjamin Boman](#)
- [This Old Marketing](#)
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Книги

- Ten Deadly Marketing Sins by Philip Kotler
- Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising by Ryan Holiday
- Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth
- Ultimate Guide to Google Ads by Perry Marshall

- Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network Paperback by Jason McDonald
- Google Ads (AdWords) in Plain English Paperback by Hassan Imtiaz
- Google AdWords Guide 2022 by Bryant Mitchell and Amanda Martin
- Ask The PPC Manager – Self-Managing Google Ads That Make Money Without Agency Fees by David Rothwell
- Make Each Click Count Using Google Shopping: Revealing Profits & Strategies by Andy Splichal
- Ponderings of a PPC Professional by Kirk Williams
- Google Compliance Secrets by Dathen Fairley
- Attribution Modelling in Google Ads and Facebook by Himanshu Sharma
- Google Ads for Local Business: How to Instantly Attract More Customers & Clients by John Smiley
- Mastering Google Adwords: Step-by-Step Instructions for Advertising Your Business by Noah Gray