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This study guide is for those who want to prepare for the AdWords Fundamentals exam. It provides information about the basic and intermediate aspects of online advertising and AdWords, including the benefits of online advertising, how to set up and manage an AdWords campaign, and how to measure and optimize your campaign's performance. We recommend that you review the materials in this study guide and have on-the-job experience using AdWords to increase your

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Any individual or agency can sign up for the Google AdWords Partners program. To be an AdWords certified professional, a person should pass the Fundamentals exam and at least one advanced/specialized exam. Here are the exams: Fundamental Exam - This covers Google AdWords basics including management and optimization of campaigns

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and connect to networks to get a workstation up and running smoothly; you'll also develop the knowledge base needed to identify compatibility and security issues, mitigate risks, and conduct all-important preventative maintenance that keeps the end-user problem-free. The CompTIA IT Fundamentals certification validates your skills as a systems support specialist, and gets your foot in the door to a successful IT career. This book is your ultimate preparation resource, with expert guidance backed by online tools to take your preparation to the next level! Master 100 percent of Exam FC0-U61 objectives Learn real-world applications and practical on-the-job skills Know what to expect with exam highlights and review questions Access online study tools including flashcards, chapter tests, a practice exam, and more! The IT department is instrumental in keeping any organization on its feet. As support staff, you will be called upon to assess and repair common problems, set up and configure workstations, address individual issues, and much more. If you decide to continue on to more advanced IT positions, the CompTIA IT Fundamentals certification is a great springboard; if you're ready to launch your career, the CompTIA IT Fundamentals Study Guide offers complete, practical prep to help you face the exam with confidence.

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'Careers in Marketing' is divided into four sections based on the key activities of marketing: Marketing Insights, Marketing Planning, Marketing Execution and Marketing Optimization. The most relevant digital and traditional marketing roles are described across each of these activities. Each role includes detailed descriptions of both traditional and digital marketing roles including key job responsibilities and an 'insider view' of the day to day realities of the job. The pros and cons of each role is also described along with key success criteria, salary information, a typical career path as well as guidance on how to land one's first job.-Publisher description.

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