



## Globalize to Monetize (Paperback)

By Gabriela Taylor

Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The most remarkable aspect of taking your business online is that it is accessible by everyone and anyone across the globe However, just because it is possible for businesses to reach people in different countries does not mean that all the potential customers in these countries will be receptive to the message that you are relaying. As such, Gabriela Taylor, a global online marketer who speaks seven languages and has lived and worked in many countries, can help you avoid the mistakes that can harm your brand and impede your success. Globalize to Monetize includes a short intro to online marketing; discusses online marketing techniques, the advantages of internet marketing, worldwide user demographics, and types of online businesses; and tells you how to get your online and offline marketing together. However, those ready to put a marketing toe in foreign soil will find the sections dealing with each region of the world--North America, Europe, Asia, Latin America, Australia and New Zealand, and the Middle East and North Africa--especially invaluable. For each region I cover the following topics: Cultural...



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