Making Everything Easier!

## Facebook Advertising

# DUMMIES

#### Learn to:

- Create an ad campaign on Facebook
- Perform precision ad targeting
- Make the most of landing pages
- Test and optimize your ads

Paul Dunay Richard Krueger Joel Elad, MBA



### **Advertising For Dummies Advertising For Dummies**

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no nonsense guide sets you up for success **Facebook Marketing For Dummies** John Haydon, Paul Dunay, Richard Krueger, 2012-02-14 Rev ed of Facebook marketing for dummies Paul Dunay and Richard Krieger 2nd ed c2011

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