Digital Marketing Expert James Gaubert Releases all new Book "The A-Z of Digital Marketing"

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While many try to break into the ever-changing world of digital marketing, they do so at a huge disadvantage. An authority on the subject James Gaubert is doing his best to level the playing field with a breakthrough new book that is designed to inform all of the very many terms, acronyms and jargon used today.

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There is no shortage of people who have the mistaken idea that becoming a success in digital marketing is easy and doesn't require, study, knowledge, and skill. Publisher of the popular marketing blog The Digital Diary, James Gaubert, certainly doesn't fall into that category, instead he insets a great deal of time and energy into helping people succeed in the digital marketing space. In exciting news, these efforts have now moved beyond his blog and other work, with the release of his new book "The A-Z of Digital Marketing: Buzzwords and Jargon to Turn You Into a Digital Unicorn" on Amazon.com. The much-anticipated work has been greeted eagerly.

"If you are trying hard at digital marketing, but you don't know the meaning of terms like SoLoMo, VTR, SERP, trendjacking, permalinks, CX, IRM, and DMP, you are potentially at an extreme disadvantage," commented Gaubert. "My new book breaks all of this and much more down to help digital marketers establish a sound foundation and baseline to build off of. This is a great field, but it's highly competitive and if you want to do your best 'The A-Z of Digital Marketing' can be a big help."

According to the author, the ultimate goal of his new book is to get readers caught up with the latest in digital marketing jargon, terms, acronyms, and other probably mysteries allowing them to communicate with the greater digital marketing world with a much greater sense of understanding and insight. The positive impact this kind of education can deliver is clear, especially when coming from a well-known authority on the subject, and at a very affordable price for either the Kindle or paperback edition of "The A-Z of Digital Marketing".

Gaubert also continues to update his Digital Diary blog on a regular basis touching on topics like SEO, social media, PPC, innovation and much more.

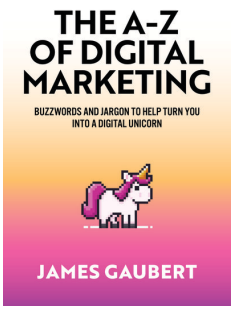
Early feedback for the new book has been extremely positive.

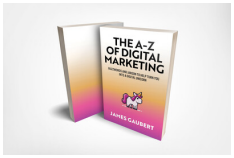
Christine S., from Boston, recently said in a five-star review, "I have been an avid reader of Digital Diary so when James released his new book 'The A-Z of Digital Marketing' I ordered right away. Super impressive, helped me out in at least a few places where I was completely confused, and I know I will be turning back to it again and again as a reference in the future. Fully recommended."

For more information, be sure to visit https://amzn.to/2HC7Bzh.

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