

Killer Web Content: Make The Sale, Deliver The Service, Build The Brand By Gerry McGovern

By Gerry McGovern

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here are my 3 takeaways from Gerry McGovern s Killer Web Content. brand. This is the killer Web content. content was able to deliver the service

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<http://www.marketingprofs.com/6/mcgovern45.asp>

Web Content Books, Writing for the Web Books - -

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Gerry McGovern (Author of Killer Web Content) - -

Gerry McGovern is the author of Killer Web Content (3.82 avg rating, 73 ratings, 10 reviews, published 2006), The Stranger's Long Neck

http://www.goodreads.com/author/show/315894.Gerry_McGovern

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<http://www.wordstream.com/blog/ws/2013/07/29/great-content>

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<http://www.alibris.com/The-Strangers-Long-Neck-How-to-Deliver-What-Your-Customers-Really-Want-Online-Gerry-McGovern/book/12225828>

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Gerry McGovern - The Long Neck Versus the Long Tail. Killer Web Content gives you the strategies and techniques you need to get the most from your Web content.

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<http://www.managingpartner.com/feature/marketing/book-review-killer-web-content>

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