

PDF | Performance Partnerships: The Checkered Past, Changing Present and Exciting Future of Affiliate Marketing

by Robert Glazer

Performance Partnerships



*The Checkered Past, Changing Present
& Exciting Future of Affiliate Marketing*

ROBERT GLAZER

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The term affiliate marketing has been misunderstood and underestimated since its inception. At its core, affiliate marketing represents something overwhelmingly positive: paying only for marketing that delivers actual, quantifiable results.

Robert Glazer, a leader in the affiliate marketing industry for over a decade, draws upon his experience and insights gathered from influential marketers to examine a rapidly changing field. Performance Partnerships is the first in-depth look at the performance (affiliate) marketing industry. Examining its roots and evolution, this book offers a better understanding of its impact as a vital form of direct-to-consumer digital marketing, and advice on how it can be used to change marketing and business development practices.

When used correctly, affiliate marketing and Performance Partnerships can be powerful tools to grow your business—and Robert can show you how to tap into that boundless potential.



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