Mastering Automotive Digital Marketing: A training guide for Dealer Principals, General Managers, and Digital Marketing Managers

By Brian F. Pasch

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This 485 page automotive marketing training guide is a rich discussion for automotive professionals seeking to improve their mastery of online marketing. The book provides the structure, management, and workflow for a Digital Marketing Manager working in automotive retail. The book includes links to online resources, guides, and documents to support the recommendations in the book. For readers who would like additional training on the concepts and strategies covered in the book, classroom training is available by the author each month in select locations around the United States and Europe.

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