



# **Taking Down Goliath: Digital Marketing Strategies for Beating Competitors with 100 Times Your Spending Power**

*Ryan, Graham*

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Advances in software, auction-based media, analytics, and big data have made it possible for the average marketer to compete with marketers with 100 times the spending power. Taking Down Goliath profiles the ways in which digital marketing can level the playing field, if you know how to use it.

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