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Happily Hunt and Moran's "Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website" provides the right mix of search engine marketing fundamentals, strategic insights, and practical knowledge to help you think about how to make search work for your business, no matter what changes Google makes.

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Taking a very complicated, technical, and data-driven industry and making it easily understandable and actionable is no small task, and Search Engine Marketing, Inc. succeeds on every level. If you only read one book on search marketing principles and best practices, this is the one."

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"With Search Engine Marketing, Inc., Bill Hunt and Mike Moran have successfully updated what is already known in the industry as "The Search Marketing Bible." With new content, examples, and insight including social media and Web site search, this is a must read book for marketers at companies of all sizes from startups to the Fortune 100."

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