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Journalist, tech entrepreneurImage credit: UnsplashNowadays, in times of information overload, it may still be difficult to find practical advice for building a business or product. Proper books and e-books can become a great source of insight, review and analyze real experience, a coach helps in avoiding typical mistakes. Here is the list of books dedicated to online marketing that any industry professional or entrepreneur should read in 2020.1. Content Marketing For Traffic And Sales by Daniel Daines-HuttDaniel Daines-Hutts Content Marketing for Traffic and Sales is perfect for any marketer who thinks their content isn't doing what they should. It's ideal for you if you feel that something is missing from your content, and you're not sure why? Everyone else tells you that you write more often, but you're crazy about all the work and the small results. Daines-Hutt shows you what content will change things for you, and then explains how to make the most of it.2. Theory and practice. The ultimate guide to online content marketing by Aleksandr LashkovThis book is designed to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami and has worked with dozens of start-up technology companies over the past decade. As a technology industry expert, he has extensive experience in helping technology companies talk to people using a language that people can understand. This guide focuses on the practical problems that each content creator faces in his or her daily work. It is a training ground that gives you knowledge of the types of modern content and the tactics that can help promote public relations and engagement. All statements are supported by real case studies.3. The Lead Machine The Small Business Guide to Digital Marketing by Rich BrooksRich Brooks describes the critical aspects of modern digital marketing and shows you how to expand them and grow your business. He talks about the different strategies you can use to get visitors to your site and how to make sure they keep coming back. The complexity of some elements of digital marketing is simplified and readers are presented with a book that simplifies what they need to do. The book provides step-by-step guide to grow your online business, which is perfect for marketers and entrepreneurs in any niche.4. Hooked: How to Build Habit-Forming Products by Nir EyalNir Eyal is an expert in behavioral design, and the book is the result of his ten years of research. helps you understand not how to get people to buy your product, but to get themselves to buy your product. Another important fact about this book is that Product Hunt founder Ryan Hoover has helped make the content even more practical. The author outlines real methods used by modern companies to draw attention to the product or service they sell and to establish a direct connection with the product or service they sell. This book is a handy tool to drive your business. Drive. Metrics.5. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success By Sean Ellis and Morgan Brown Hacking Growth is a relatively new book and, more importantly, the ideas it contains are not repackaged from the good old things of Philip Kotler. Both authors have in-depth practical knowledge, especially since Ellis and Brown are pioneers of growth hacking. This book gives you practical insights into the various sales models available. It gives you a real guide on how to implement growth hacking in your business.6. Data-driven marketing with artificial intelligence: Leverage the power of predictive marketing and machine AI for marketing by Magnus Unemyr, 2018This is a unique work by Magnus Unemyr. First, it provides insights into the application of AI to marketing that Unemyr has gained through interviews with business and marketing execs at companies that build top products. Secondly, it has perfectly structured content, as all products are divided into several categories. These categories include Competitive Intelligence, Predictive Pricing, Ads Strategy, E-Commerce, Content Marketing, Lead and Customer Acquisition, Customer Relationships, Segmentation, and Customer Journey. 7 The Choice Factory: 25 Behavioural Biases That Influence What We Buy by Richard ShottonBehavioral Science explains what really motivates people, not what they claim motivates them. The Choice Factory shows how insights from this strong field can be easily applied to marketing. Shotton highlights the complexity of target selection and discusses how marketers should do so. Even if you're not a marketer, this book offers fascinating insights into consumer and human behavior. It focuses on everyday decisions and examines what drives us to make them, and what makes us tick. What great marketing books you know to read? Become a Hackolyte Level up your reading game by joining Hacker Noon now! SoftTime Online is a presence and time tracking software for companies of all sizes. Features include automatic calculations of boundaries, customizable reports, and a self-service portal for employees. A SoftTime Online subscription costs USD 2 per user per month, and the platform is ideal for companies that want to automate repetitive payroll processes. SoftTime Online Pros and Cons Comprehensive Attendance ReportsThe service is slow to respond to who is SoftTime Online Best for Those Who Want to Automate Their Company's Payroll Process: The Software Automates the Calculation of Accruals and Certificates and comprehensive attendance reports for payroll processing. Visit SoftTime Online SoftTime Online Pricing SoftTime Online costs USD 2 per employee per month. This subscription includes all features of the program, such as unlimited absence categories, unlimited departments, and data import. 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Employee Self-Service Portal: SoftTime Online gives your employees access to payroll information and allows them to perform tasks such as applying for leave and updating personal data. Conflict check system: This feature allows managers to check for scheduling conflicts in real time before approving vacation requests. Highly customizable reports: SoftTime Online offers over 27 report formats, including customization features that allow you to add advanced reporting parameters based on the type of work performance data you need. Visit SoftTime Online Summary of SoftTime Online Reviews Starting with writing this article (June 5, 2020), there are few current SoftTime Online reviews available online. One user said that the reporting features of the program are very useful, but the intuition of the software needs to be improved. Easy to use; Reports are helpful SoftTime Online is super easy to use, both at the end of the user and at the end of the administrator. The reports are easy to keep and very helpful. We use SoftTime Online to track the time out because we need to do this tracking in a system that is not tied to our payroll system and does a great job. Our staff even gave me feedback that it's easy to use. —Sandy Breihan Sinclair Not very intuitive; Customer support is great, but slow to respond It's not very intuitive. It's the kind of software that's very easy to use once you've been trained on it, but isn't just without training because it's just not intuitive. There are certain buttons that cannot be easily found on the page. I sent suggestions to make them easier to see, but I didn't get any feedback. The is also so-so. They are great as soon as they respond to a question, but there is often a delay in answering an answer to a question or question. —Sandy Breihan Sinclair If you're a current SoftTime Online customer, leave a review to help others who decide whether to use the software or not. 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Our team examined a variety of solutions and narrowed our recommendations based on price, usability and features such as clock-in and out, GPS location, ID verification, payroll, invoicing and project management. Management.

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