

Author Hassan Bawab Releases New Book 'How to Work with a Digital Marketing Agency'

New book released by an award winning CEO to help businesses in marketing.

DALLAS, TX, USA, April 15, 2014 /EINPresswire.com/ -- Hassan Bawab, CEO of [Magic Logix](#), has 15 years of experience dealing with businesses all over the world in the web and digital marketing domain. Based on his experience with all types of customers, Hassan has spent the last 2 years writing the book that defines the best practices and strategies for businesses to choose a marketing agency. The book can be found in [Amazon](#), [Barnes and Noble](#), and various book distribution outlets all over the world.



"Working with agencies can be incredibly tough. I know -- I run one. The dynamic relationship between a company and their agency can be a defining moment in growth," said Hassan Bawab.

How to Work With a Digital Marketing Agency is an essential guide for businesses of any size looking to choose an agency to help maintain their digital presence in today's tech centered world.

The seven chapters of this book take the user on a comprehensive journey through digital marketing, including vital information necessary to select and hire a digital marketing agency while achieving optimum results. In addition to this, best practices and troubleshooting guidelines are also listed within the digital realm so the reader can understand techniques beyond just web design, web development, search engine optimization, social media marketing and marketing automation.

"Invaluable insights from an industry leader who passionately shares the essentials, including the finer details, that make the difference between a highly successful engagement, and everything else! As a CMO consultant to funded emerging technology companies, non-profits, partner with agencies, and Fortune 500 companies in transition, I recommend Bawab's book because it will save time and money, while propelling world-class results. The market has needed a book like this for a long time. Nothing else compares to the level of attention paid to the most important issues," said Jeannie Lewis.

With well over a decade of experience in digital marketing, Bawab takes his experience and makes the information easily accessible for any reader. Even the most in-depth topics are presented in a relatable manner, including A/B testing, data collection and analysis, internal communication, innovative strategy, big data and adopting a cohesive plan for success. In short, this manuscript is the new bible of digital marketing.

Press release courtesy of Online PR Media: <http://bit.ly/P3mtKG>

Hassan Bawab
Magic Logix
9729001166
email us here

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