

**CONVERSION OPTIMIZATION: THE ART AND SCIENCE
OF CONVERTING PROSPECTS TO CUSTOMERS**

Suzanne Bordner

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Editorial Reviews. About the Author. Khalid Saleh Khalid Saleh is the CEO and cofounder of Conversion Optimization: The Art and Science of Converting Prospects to Customers - Kindle edition by Khalid Saleh, Ayat Shukairy. Download it The 1-Page Marketing Plan: Get New Customers, Make More Money, And.

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