

MODERN HTML EMAIL: BUILDING ROBUST, RESPONSIVE, AND EFFECTIVE HTML EMAIL BY JASON RODRIGUEZ



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Building Robust, Responsive, and
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Jason Rodriguez

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About the Author

Jason Rodriguez is a web designer with an unhealthy obsession for email marketing. He has worked in the industry for a number of years, sending millions of emails for both Fortune 500 Companies as well as smaller clients and his own personal projects.

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Email marketing has always been one of the most valuable digital marketing solutions. However, building an email that performs well in a multi-device, multi-client world is a lost art to many young designers and marketers. Modern HTML Email is a new guide that takes the mystery out of designing and coding HTML emails from the ground up. It takes you on a tour of the mechanics of email campaigns and coding reliable and responsive HTML emails. It even offers some tips for optimizing your campaigns and provides you with resources to further your skills.

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