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author cogently brings  
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guide to researching,  
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successful... Covers  
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a Day by Evgenii  
Prussakov (2011, Trade  
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When I met with him, Geno kindly offered me his book “Affiliate Program Management, An Hour A Day”. As an affiliate, I wasn’t completely sure of the kind of value I could get from this book.

Little did he know that I was planning to launch my first product as an advertiser in the

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upcoming month.

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As mentioned above, these are just some basic guidelines. For more in-depth information and concrete examples, see Geno's book, *Affiliate Program Management: An Hour a Day*. Other resources that will help you secure the best

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a Day is the go-to  
guide for anyone who  
is looking to start or  
tune up their affiliate  
program. Its  
comprehensive, up-to-  
date advice on how to

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attract good affiliate partners, motivate and keep them happy, and protect yourself in the process is greatly needed in the industry.

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Affiliate Program Management. An Hour a Day Launch, Manage, and Build a Successful Affiliate Marketing

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Step-by-Step Guide

This thorough guide

shows you step by step

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would be a good time

to do it. Besides

providing valuable

advice on the topic, it

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also includes a sample affiliate program agreement that you can easily adjust to fit your business and program.

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Prussakov has authored A Practical Guide to Affiliate Marketing (2007) and Affiliate Program Management: An Hour a Day (2011) which have trained thousands of marketing professionals.

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