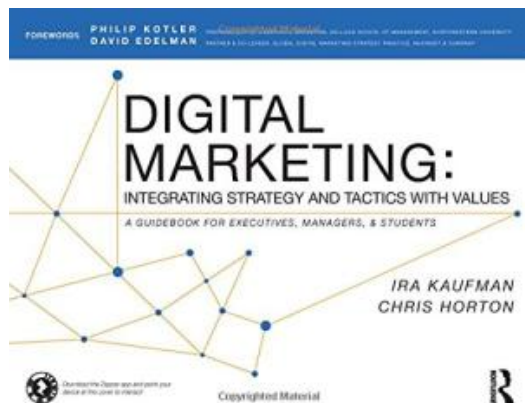


Get PDF

DIGITAL MARKETING: INTEGRATING STRATEGY AND TACTICS WITH VALUES, A GUIDEBOOK FOR EXECUTIVES, MANAGERS AND STUDENTS (HARDBACK)



Taylor Francis Ltd, United Kingdom, 2014. Hardback. Book Condition: New. 249 x 196 mm. Language: English . Brand New Book. Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage....

Download PDF Digital Marketing: Integrating Strategy and Tactics with Values, a Guidebook for Executives, Managers and Students (Hardback)

- Authored by Ira Kaufman, Chris Horton
- Released at 2014



Filesize: 6.65 MB

Reviews

This published book is wonderful. I am quite late in start reading this one, but better then never. I am effortlessly could possibly get a delight of reading through a published pdf.

-- **Dr. Drew Kassulke**

Very useful to any or all type of individuals. It is actually rally interesting throgh looking at period of time. Its been developed in an exceedingly easy way and it is merely after i finished reading this publication through which actually modified me, change the way i think.

-- **Cathryn Fahey**

Most of these pdf is the perfect ebook available. It is actually rally intriguing throgh reading period. I am pleased to explain how this is actually the greatest ebook we have read within my personal life and might be he finest publication for actually.

-- **Prof. Dario Lang**