



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

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By Ira Kaufman, Chris Horton



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. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to \* Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. \* Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). \* Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies...

### Reviews

*Good eBook and useful one. It is amongst the most remarkable ebook i actually have study. You can expect to like the way the article writer publish this pdf.*

**-- Prof. Armand Senger DVM**

*Absolutely essential go through book. It can be rally fascinating throug studying period of time. You wont truly feel monotony at at any time of your respective time (that's what catalogues are for concerning in the event you question me).*

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