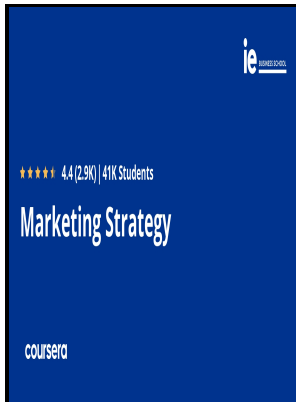


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R.D. Irwin - Digital Marketing



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The Irwin series in marketingMarketing - strategic foundations

Notes: Includes bibliographies and indexes.

This edition was published in 1985



Filesize: 60.21 MB

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Once you have done this analysis in a logical and well-thought-out fashion, clearly define your value proposition or unique differentiation. Podcasts are convenient and accessible for a range of audiences, low-cost to produce, and are a powerful tool for establishing thought leadership.

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But... Collecting answers to interview or survey questions from your customers is only the first step. Marketing is an exciting field, but it has to be practiced responsibly and ethically. The course allows learners to apply theoretical understanding to real-world business scenarios.

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I teach marketing to graduate students and I help companies improve their marketing effectiveness. The key is driving Digital Marketing efforts to expand beyond your core audience while building and strengthening relationships with existing customer base.

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