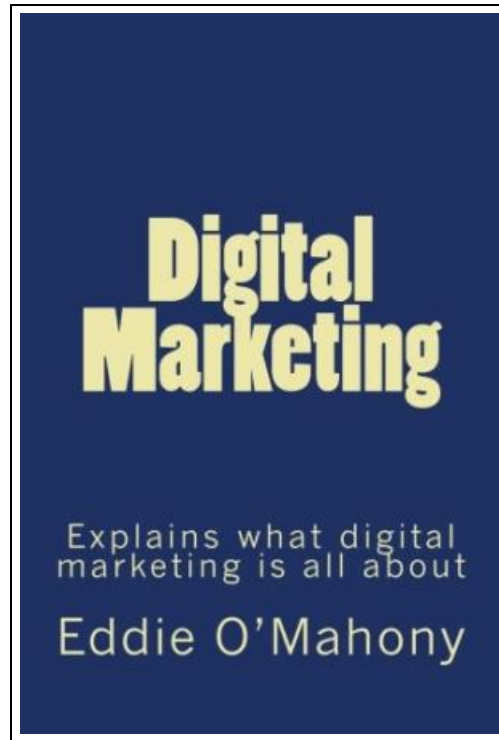


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Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English. Brand new Book. This is an easy to read book that will help marketing and advertising students and practitioners to brush up on their knowledge and get up to date on the latest in digital marketing often referred to as Internet or online marketing. The book will also be of interest to anyone interested in the Internet and takes us through the fascinating and ever changing world of digital marketing, where it originated, where it is now and where it is likely to be in the future. Digital marketing is about the promotion of company brands via one or more forms of electronic media. It differs from traditional marketing activity in that it involves the use of channels and methods that allows a company to analyse its marketing campaigns and establish what is working and what isn't, usually in real time. Digital marketing can work effectively in tandem with traditional marketing activities. The book will be of particular interest to anyone involved in marketing and advertising particularly if they are using or planning to use the Internet to promote brands online. It takes readers through the fascinating and ever- changing world of digital marketing. The book contends that the fundamentals of marketing haven't changed and probes what digital marketing is bringing to the party. It covers, among other things, the incredible growth and interest in social media including Facebook, Twitter, LinkedIn, Pinterest and Instagram etc. It investigates consumer purchasing models and what drives consumer behaviour in the digital arena. It tells us where the Internet originated, where it is now and where it is likely to be in the future. In simple terms, digital marketing is about the promotion of brands via one or more forms of electronic...



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