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Digital Marketing. Everything You Need to Know (Paperback)

By MR Eddie O'Mahony

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...



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