



Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (3rd Revised edition)

By Damian Ryan

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (3rd Revised edition), Damian Ryan, The world of digital media is changing at a phenomenal pace. Constantly evolving technologies, and the way people are using them, are transforming not just how we access our information but how we interact and communicate with one another on a global scale. Understanding Digital Marketing is a practical, no-nonsense guide to digital marketing channels and strategy. Clear, informative and entertaining it will help readers to: understand and choose online marketing channels to get their products and services to market with detailed chapters on: search; email; social media; mobile; performance marketing; online PR and content marketing; understand the origins of digital marketing; the scale of the current online marketplace and its unfolding opportunities; and the trends that are shaping its future; and achieve the competitive edge to keep them ahead of the pack. One of the bestselling books in the industry, this third edition has been thoroughly revised throughout with more chapters and a deeper, more advanced level of expertise in core areas such as search, analytics, online PR and content marketing. Essential reading for both...



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