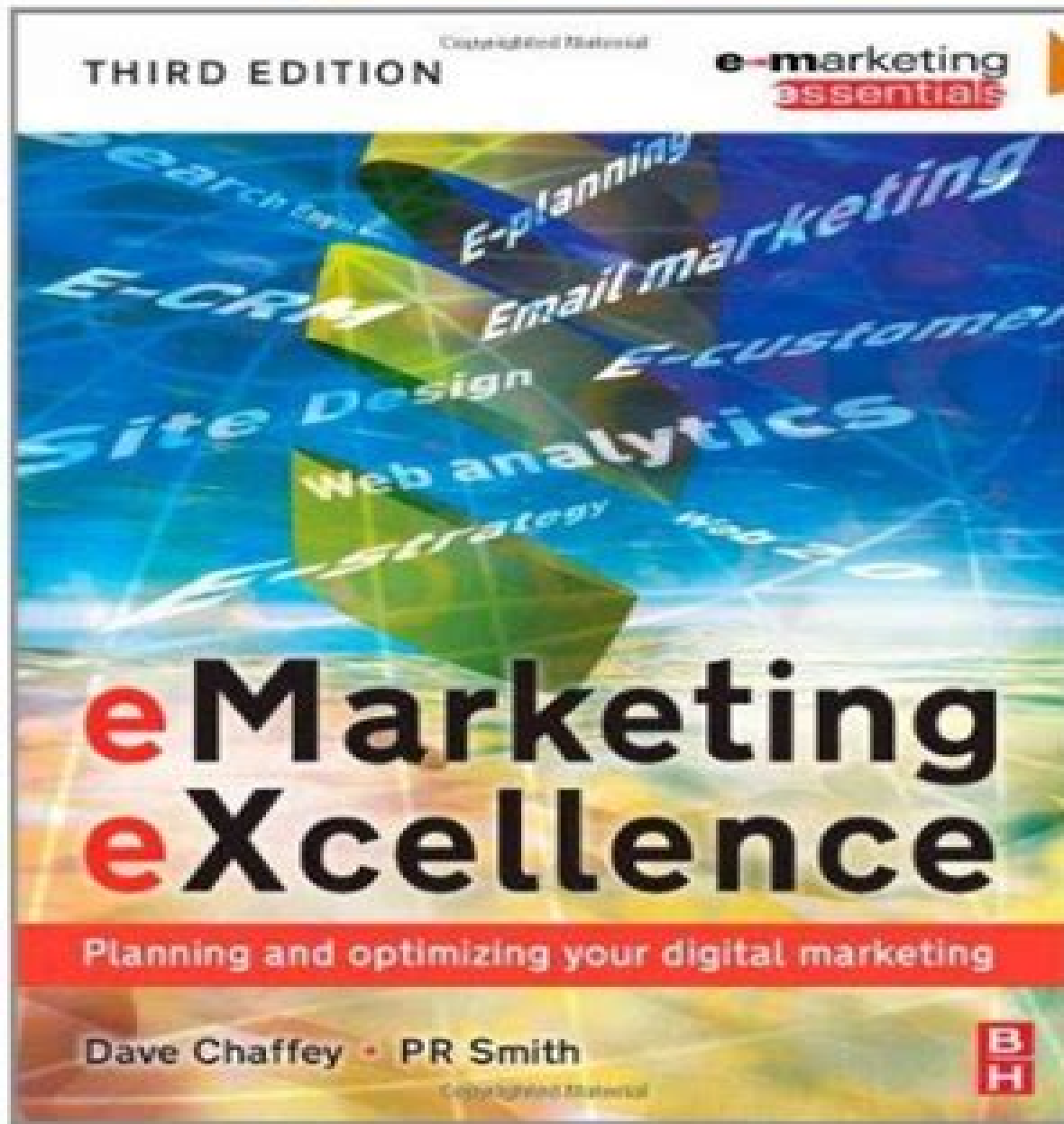


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Dave Chaffey, PR Smith



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Kathryn Waite,Rodrigo Perez Vega,2018-02-26 This user friendly text book provides an engaging introduction to digital marketing to help you understand of the impact of digital channels on marketing operations It introduces the essential terms and practices of digital marketing and applies theory to explain the rationale for choosing to use a specific approach in a given context *Digital Marketing Fundamentals* Marjolein Visser,Berend Sikkenga,Mike Berry,2019-11-04 Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process The academic theory behind Digital Marketing as well as techniques and media is discussed Digital Marketing Fundamentals is easy to read and contains many international examples and cases The Dutch version of this book Basisboek Online Marketing has become a standard issue in The Netherlands In this book all relevant aspects of digital marketing are addressed strategic aspects the use of the Internet for market research product development and realisation branding customer acquisition customer loyalty and order processing The book also discusses effective websites and apps digital analytics and planning and management The application of social media and mobile communications is seamlessly integrated into the topics Digital Marketing Fundamentals is suitable for commercial and management courses in higher education including universities and business schools and for professionals working in digital marketing To request access to the book s online resources please click here <http://www.digitalmarketing.noordhoff.nl> For FAQs <https://www.basisboek.onlinemarketing.nl/faq/lecturers.html>

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