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For a business to thrive
competitively in today's marketplace,

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it needs to have an effective e-commerce channel. Getting it right opens up new markets and opportunities; getting it wrong leads to declining revenues and profitability. To ensure effectiveness, business leaders and decision-

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makers must understand how e-commerce channels work to make the best strategic choices for their business. Drawing on experience in consulting to large complex organisations and ground-breaking primary research with senior

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executives from leading corporations, Leading Digital Strategy creates a convincing case for action and offers practical strategies, methodologies and models to improve the effectiveness of a company's online offering. It

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explores how to align organizational structure with wider goals and implement a customer-centric culture. With coverage of the key digital trends, tools and technologies affecting business today, it provides a practical framework for multi-

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channel success. This book challenges leaders to become as fluent and creative in digital as they are in finance, sales and marketing, and equips them to choose the right strategy and the right people to make it happen. With strategies for

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improved operational performance and enhanced engagement from senior management, *Leading Digital Strategy* gives readers the power to drive forward effective digital initiatives and realize rewarding opportunities for change.

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This book contains selected papers presented at the 4th International Seminar of Contemporary Research on Business and Management (ISCRBM 2020), which was organized by the Alliance of Indonesian Master of Management

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Program (APMMI) and held in
Surabaya, Indonesia, 25-27
November 2020. It was hosted by
the Master of Management Program
Indonesia University and co-hosts
Airlangga University, Sriwijaya
University, Trunojoyo University of

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Madura, and Telkom University, and supported by Telkom Indonesia and Triputra. The seminar aimed to provide a forum for leading scholars, academics, researchers, and practitioners in business and management area to reflect on

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current issues, challenges and opportunities, and to share the latest innovative research and best practice. This seminar brought together participants to exchange ideas on the future development of management disciplines: human

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resources, marketing, operations, finance, strategic management and entrepreneurship.

"I have used this book in all its editions since first publication with my undergraduate and postgraduate students. It is a core text for all the

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students, because it provides the detail they require at an academic level. Importantly it is a book for the practitioner to use too. This is why we use it on our postgraduate practitioner programmes - where we actually buy the book for the

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students as we believe it is that important. No other text comes close and literally thousands of our graduates have benefitted from it in their subsequent careers: written by the specialist for the specialist"
David Edmundson-Bird Principal

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Lecturer in Digital Marketing
Manchester Metropolitan University
Digital Marketing provides the most
comprehensive guide to all aspects
of using the Internet, digital media
and marketing technology to achieve
the goals of integrated multichannel

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marketing. This streamlined seventh edition provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. Digital Marketing links marketing theory

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with practical business experience through case studies from cutting edge companies such as ASOS, Spotify, Zalando and Zappos, to help students understand digital marketing in the real world. To support this, new 'Essential Digital

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Skills' boxes give students guidance on how to develop key skills they will need in the workplace. Readers will learn best practice frameworks for developing a digital marketing strategy, plus success factors for key digital marketing techniques

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including search marketing, conversion optimisation and digital communications using social media including Twitter and Facebook. The revolutionary guide that challenged businesses around the world to stop selling to their buyers

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and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top,

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sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as

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possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the

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top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing

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crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of

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companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect

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the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should

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possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to

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turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a

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media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer

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base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

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Digital Marketing Fundamentals

Atomic Habits

Contemporary Research on
Business and Management

A Primer

Internet Marketing

Digital Marketing

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The Common Sense Approach to
Effectively Blending Social Business
Strategy, Marketing Technology,
and Customer Experience

*Digital Marketing Pearson Higher
Education*

Digital Marketing That Actually

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Works is your roadmap to understanding and implementing digital marketing that gets results. This book takes you from digital marketing strategy to channels to tactics to tools to measurement to prioritization - giving you a

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strong foundation in how to use digital marketing to grow your business, brand or organization. This book is for business professionals and marketers who want a strong grasp of the core concepts in digital marketing -

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what they are, how they work and how to implement them for growth. Covering strategy, best practices and implementation, this is The Ultimate Guide with no hype - just solid strategies, tactics and tools that actually

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work. Who can benefit from this book? - MARKETERS AND AGENCIES - Wanting to implement digital marketing best practices and round out their digital knowledge. - CEOS AND EXECUTIVES - Needing a solid

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*understanding of how to
strategically use digital to fuel
their growth. -*

*ENTREPRENEURS AND
STARTUPS - Wanting to harness
the power of digital marketing to
grow their business. - BRAND*

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MANAGERS - Needing to understand how to best use digital marketing strategically and drive better results. - AGENCIES - Wanting to provide lasting value for their clients with a comprehensive approach to

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digital. - BUSINESS

*PROFESSIONALS - Wanting to
have a solid understanding of the
fastest growing area of marketing
and business growth. - DIGITAL*

*TRANSFORMATION TEAMS -
Looking to be sure that core*

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areas of digital are used strategically to fuel business growth. This book covers the core aspects of digital marketing:

- *How to build a plan*
- *Creating a digital marketing strategy*
- *Assessing the digital landscape*

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Defining your target audience for digital - Digital content strategy and optimization - Social Media Marketing - Digital Advertising - SEO (Search Engine Optimization) - Websites - Conversational marketing

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*(reviews, influencers, advocates
and more) - Email marketing -
CRM - Mobile marketing
(including Messenger and
Chatbots) - Digital marketing
measurement - Digital marketing
analytics and optimization -*

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*Digital ROI (return on investment)
- Prioritizing digital marketing -
Building your digital marketing
plan. If you want to take your
digital marketing knowledge and
results to the next level read this
book! Based on over 10 years of*

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*working with businesses on
digital marketing, Digital
Marketing that Actually Works is
a comprehensive guide to
everything a savvy business
professional or marketer should
understand about digital*

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marketing. There is no hype. No gimmicks. Just clear, practical, actionable content based on what actually works to grow businesses. As a BONUS this book includes a FREE DOWNLOAD action planner and

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additional resources to help you implement what you learn.

The market changes faster than marketing. In essence, marketing strategy has undergone only two eras, the entity era and the bit era, also known as the industrial

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age and the digital age. In the age of digital society, all CEOs, CMOs and senior marketing executives must consider how to change their strategies, improve the role of marketing and adopt emerging technological and data

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tools to integrate with the Internet. The goal of digital marketing strategy is not to disrupt existing marketing strategies, but to complement, integrate and develop the two at the same time. In this book, the

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*authors provide detailed
discussion and practical analysis
on the relationship between
marketing and digital
technologies and propose a
marketing implementation
framework for digital strategy*

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platforms. Standing for Recognize, Reach, Relationship and Return, the 4R system is a powerful strategic trading tool for digital implementation, especially for CEOs and CMOs. All other tools, such as data platforms,

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content marketing, DSP digital advertising and digital marketing ROI design essentially serve the 4R system. As such, the authors advocate for firms to restructure their digital marketing strategy around the 4R system.

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This textbook offers a unique combination of theory, practical applications and case studies on digital transformation strategies. Digital transformation is the process of changing conventional business models enabled by

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digital technologies. This involves strategically deploying digital technologies to create differential value of an organization. Digital transformation encompasses strategy changes, business model innovation, product and

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process innovation, and organizational innovation, all wrapped in a layer of newer technologies. This textbook helps define transformation and digitalization and contrasts them with digitization and automation.

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The book also presents a comprehensive digital strategy framework and describes each of its elements through several examples and exhibits. It provides useful insights into industry-specific cases, suggests

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detailed templates for digital implementation, and describes the risks in execution of digitalization and potential mitigation strategies. Key Features: - Covers all the key aspects of digital transformation

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*required to build a career in
consulting and implementation of
digital strategy in business -
Cases and examples from
multiple industrial sectors to aid
understanding of real-life
practices and implementation of*

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*digital transformation - Structured
in a reader-friendly manner to
engage students, instructors, and
junior and mid-level executives -
Assumes no prior understanding
of strategy, product development
or process innovation*

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*An Easy & Proven Way to Build
Good Habits & Break Bad Ones
Digital Business and Electronic
Commerce*

*How Great Leaders Inspire
Everyone to Take Action
From Strategy to ROI*

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*Discover Everything You Need to
Build and Implement a Digital
Marketing Strategy That Gets
Results*

*Digital Marketing PDF eBook
Digital Marketing Strategy
'eMarketing eXcellence'*

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offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and

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*accessible guide to a
critical subject,
providing a useful
reference point for all
students and managers
involved in marketing
strategy and*

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*implementation. A
practical guide to
creating and executing e-
marketing plans, this book
combines established
approaches to marketing
planning with the creative*

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use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies

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*and experienced e-
marketers looking to
optimise their e-
marketing. The book shows
how to: · Draw up an
outline e-marketing plan ·
Evaluate and apply e-*

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*marketing principles &
models · Integrate online
and offline communications
· Implement customer-
driven e-marketing ·
Reduce costly trial and
error · Measure and*

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*enhance your e-marketing .
Drive your e-business
forward As the core text
for the CIM's new
professional E-marketing
Award, it provides
comprehensive, critical*

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*coverage of the key areas
of e-marketing planning
for marketing
professionals. Established
marketing concepts such as
customer relationship
management, the marketing*

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*mix and the widely adopted
SOSTAC® planning system,
are re-examined in the new
media context - and new
approaches are defined,
including business models,
traffic building and web*

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site design.

*The progression of the
Internet hasn't slowed
down one bit; in fact,
it's only just begun. And
with capabilities like
visitor tracking, geo-*

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targeting and personalized marketing, the business competition on the digital playing field has become more aggressive than ever. The advancements are rapid; adaptation is

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vital. And yet, business owners are either too tentative to dive in or want to get started but just don't know where to begin. In the 2nd edition of WSI's Digital Minds, we

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*provide a map (literally!)
that's designed to help
professionals navigate
through the complexities
of the digital marketing
realm. Fourteen of WSI's
thought-leaders explore*

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*how online strategies like
web design, marketing
automation, eCommerce,
SEO, reputation
management, email
marketing and more have
been shaped by online*

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consumers and their mobile device du jour! By evolving alongside the growing trends, your brand will be equipped to leave the competition far behind.

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*Digital Marketing:
Integrating Strategy and
Tactics with Values is an
easy-to-understand
guidebook that draws on
the latest digital tactics
and strategic insights to*

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*help organizations
generate sustainable
growth through digital
integration. It provides a
roadmap to adopt a digital
mindset, incorporate
digital trends*

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*strategically, and
integrate the most
effective digital tactics
and tools with core values
to achieve competitive
advantage. Bringing the
reader through its five-*

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*step "Path to Digital
Integration " (Mindset,
Model, Strategy,
Implementation, and
Sustainability), "Digital
Marketing "seeks to
Outline the key drivers of*

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*change and leading digital
marketing trends
executives need to
understand and incorporate
to drive business
opportunity. Evaluate the
digital channels and*

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*technologies management
teams can leverage to
execute a successful
Integrated Digital
Marketing strategy. This
includes insight into the
latest digital tactics*

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*(website, social, mobile,
search, content, and email
marketing; data analytics)
and social tools
(Facebook, Twitter,
YouTube, LinkedIn,
Instagram, Pinterest, and*

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Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of

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*integrating internal
digital strategies to
facilitate collaboration
and innovation. Guide
aspiring leaders on how to
combine core values and
business goals with*

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*progressive digital
strategies, tactics, and
tools to generate
sustainable outcomes for
all stakeholders. This
interactive guidebook
provides a truly*

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"Connected Digital Experience (CDE)" the Zappar augmented reality mobile app allows the reader to activate the "Discover More" and "Play Video" icons found

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*throughout the book,
instantly connecting the
reader, via their mobile
device, to additional
content housed on our
companion website, Digital
Marketing Resource Center*

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(www.dmresourcecenter.org)

*. "Play Video" icons
incorporate point-in-time
video commenting solution
Vusay to enable
interactive social
conversations around each*

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*video." Digital Marketing
"is the ideal guide for
aspiring leaders
executives, instructors,
owners, entrepreneurs,
managers, students at all
stages of digital*

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literacy."

*Digital and Social Media
Marketing: A Results-
Driven Approach is an
exciting new industry-led,
research-informed and
results-driven guide to*

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*digital commerce. Its
examples draw from SMEs
and from Europe to offer a
unique perspective for
those learning about
digital marketing and,
having been developed in*

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*close collaboration with
the Search Engine
Marketing Trade
Association (SEMATA), it is
a reliable source of
prevailing industry
standards for*

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*practitioners at the
cutting edge of their
trade. Unlike other
digital marketing texts,
this accessible textbook
gives special
consideration to the*

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*ethical challenges raised
by an increasingly digital
world. Equally unique is
the book's Digital
Business Maturity Model,
which offers organisations
a clear roadmap for*

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*understanding their
relative levels of
technology adoption.*

*Embracing the true spirit
of Digital and Social
Media Marketing, the book
will be the first of its*

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*kind in this field with
digital learning
materials, case studies
and exercises available in
a supporting Massive Open
Online Course (MOOC). The
MOOC will enhance*

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*learners' experience and
create an interactive
international learning
community. This book will
provide a hands on,
accessible and user
friendly platform to turn*

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*skills and knowledge into
strategic advantage. Ideal
for postgraduate learners,
instructors interested in
providing a unique and up-
to-date learning
experience and for SMEs*

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*and practitioners aiming
to be at the cutting edge
of Digital and Social
Media Marketing.*

*A Revolutionary Approach
to Inbound Sales, Content
Marketing, and Today's*

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Digital Consumer

A Results-Driven Approach

*Digital Business and E-
Commerce Management*

Start with Why

Optimize

Strategies and Business

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*Models in the Digital Age
Theory and Practice*

*Now in its fifth edition, Digital
Marketing (previously
Internet Marketing) provides
comprehensive, practical
guidance on how companies
can get the most out of digital*

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media to meet their marketing goals. Digital Marketing links marketing theory with practical business experience through case studies and interviews from cutting edge companies such as eBay and Facebook, to help

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students understand digital marketing in the real world. Aimed at students, this work covers various aspects of e-business - focusing on sales and marketing, as well as detailing procurement, supply chains, and the legal and

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security considerations. It contains a range of features to help you learn effectively including margin definitions, international case studies, activities and web links.

Digital Marketing: A Practical Approach 2nd Edition is a step-

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***by-step guide to marketing
using the Internet.***

***Concentrating on the
operational and functional
aspects of this dynamic
subject, the book is packed
with tactical advice and real-
life examples from those***

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leading the field to help you succeed. Written as an accessible guide to equip you for the digital element of any contemporary marketing role, Digital Marketing covers all the key topics including search engine optimization

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***and social media marketing.
With real-world case studies
to illustrate digital marketing
in practice and exercises to
help you analyse, plan and
execute effective strategies
within the workplace, this
practical resource will***

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prepare you to undertake digital marketing across a variety of organizations. More than just a book, this complete package features an associated website at AlanCharlesworth.eu/DigitalMarketing which hosts the case studies

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for the book, offers further tips and advice and provides access to a wealth of extra material such as up-to-date references and web links. This new, second edition builds on the first edition's success by addressing the key recent

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developments in digital marketing including an expanded section on social media marketing and an appreciation of the impact of mobile devices. Moreover, it's been thoroughly updated throughout, with brand new

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cases and examples with an international range, all of which encourage the reader to quickly learn the practical applicability of the theory and practice of emarketing. Digital marketing now represents 25% of the

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***marketing spend in the UK
and this is predicted to move
to 50% or higher within the
next three years.***

***Understanding Digital
Marketing looks at the world
of digital marketing: how it
got started, how it got to***

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where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost

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success in business, now and in the future. Understanding Digital Marketing deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail

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***marketing, customer
engagement and digital
marketing strategies.
Essential reading for both
practitioners and students
alike, and including real-
world examples of digital
marketing successes and***

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***expert opinions,
Understanding Digital
Marketing provides you with
tools to utilize the power of
the internet to take your
company wherever you want it
to go.***

A Guide to Digital Business

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Transformation

***12 Things Every Business
Owner Needs to Know About
Digital Marketing (Second
Edition)***

***A Mother's Life Lessons to the
Husband and Sons She Left
Behind***

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***How to Attract and Engage
More Customers by
Integrating SEO, Social
Media, and Content
Marketing
Leading Digital Strategy
Digital Strategy
Emerging Applications and***

Page 118/285

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Theoretical Development

The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. Digital

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Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy.

This book analyzes the

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essential techniques and platforms of digital marketing including social media, content marketing, SEO, user experience, personalization, display advertising and CRM, as well as the broader aspects

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of implementation including planning, integration with overall company aims and presenting to decision makers. Simon Kingsnorth brings digital marketing strategy to life through best practice case

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studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to

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tailor-make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. Digital

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Marketing Strategy is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

Now in its fifth edition, the

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hugely popular Digital
Marketing Excellence:
Planning, Optimizing and
Integrating Online Marketing is
fully updated, keeping you in
line with the changes in this
dynamic and exciting field and

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helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to

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marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who

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want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline digital marketing plan

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Evaluate and apply digital
marketing principles and
models Integrate online and
offline communications
Implement customer-driven
digital marketing Reduce
costly trial and error Measure

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and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter.

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This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can

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be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly

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structured and accessible
guide to a critical and far-
reaching subject, Digital
Marketing Excellence, Fifth
Edition, provides a vital
reference point for all students
and managers involved in

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marketing strategy and
implementation.

Digital Marketing
Fundamentals is the first
comprehensive digital
marketing textbook to cover
the entire marketing process.

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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

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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:

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strategic aspects, the use of the Internet for market research, product development and realisation, branding, customer acquisition, customer loyalty and order processing. The

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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.

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Digital Marketing

Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals working in

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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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This book examines the impact of the Fourth Industrial Revolution on business strategy, marketing, management, sustainability innovation, and various kinds of industry. It provides a broad

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overview of ways that organisations have sought to develop a digital strategy, and explores the challenges and opportunities posed by a rapidly transforming digital world. It draws on European

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and Russian case studies, with chapters addressing smart cities, corporate governance, the digital single market, and agrobusiness. This book will be of interest to academics and practitioners in

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management and economics,
who are interested in digital
strategies performance in
global markets.

Integrated Marketing
Communications

Proceedings of the

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International Seminar of
Contemporary Research on
Business and Management
(ISCRBM 2020), 25-27
November 2020, Surabaya,
Indonesia

The Best Digital Marketing

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Campaigns in the World II
Digital and Social Media
Marketing
Digital Transformation
Strategies
E-business and E-commerce
Management

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They Ask, You Answer

This book brings order to the chaotic and rapidly evolving world of influencer marketing by providing readers with much needed context, frameworks, and best practices. Written for

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busy marketing professionals working in both domestic and international markets, it addresses these topics in a highly actionable and engaging manner. Digital Influence covers everything from how to identify

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the right influencers and determine “level of influence” to collaborating with influencers and measuring ROI. It turns out, it’s not all about paying online celebrities outrageous sums to post sponsored content.

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Backaler also provides much-needed context for why influencer marketing is flourishing today, and perspective into what a more technologically-enabled, globally-connected future will look like.

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Ultimately, people want to learn from trusted peers, not faceless companies. Better than any corporate marketing function, influencers understand how to make best use of social media platforms and tailor content for

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their respective cultures to engage consumers in their home markets. Business leaders should arm themselves with Backaler's book to ensure they're not left behind.

The #1 New York Times

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bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit

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formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your

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habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the

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level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily

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applied to daily life and work.

Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits

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impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the

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science of small habits to master their craft and vault to the top of their field. Learn how to: make time for new habits (even when life gets crazy); overcome a lack of motivation and willpower; design your environment to

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make success easier; get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your

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habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

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Digital Marketing: Integrating
Strategy and Tactics with Values
is an easy-to-understand
guidebook that draws on the
latest digital tactics and strategic
insights to help organizations
generate sustainable growth

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through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive

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advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to Outline the key drivers of change and

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leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies management teams can leverage to execute a successful

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Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube,

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LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal

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digital strategies to facilitate collaboration and innovation. Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable

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outcomes for all stakeholders.

This interactive guidebook provides a truly Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to activate the "Discover More" and "Play

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Video" icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, Digital Marketing Resource Center

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(www.dmresourcecenter.org).

"Play Video" icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around each video. Digital Marketing is the ideal guide for

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aspiring leaders – executives,
instructors, owners,
entrepreneurs, managers,
students – at all stages of digital
literacy. To request access to the
resources in the Digital
Marketing Resources Center,

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please contact Ira Kaufman at
ira@entwinedigital.com.

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customers with an "Optimize and
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strategy Optimize is designed to
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approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement.

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planning and creative content
marketing tactics in this book
that have been proven to
increase online performance
across marketing, public
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Learn to incorporate essential

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content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading

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authorities on Content and
Online Marketing. This book
explains how to: Create a
blueprint for integrated search,
social media and content
marketing strategy Determine
which creative tactics will provide

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the best results for your
company Implement search and
social optimization holistically in
the organization Measure the
business value of optimized and
socialized content marketing
Develop guidelines, processes

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and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and

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search engine optimization
tactics.

Integrating Strategy and Tactics
with Values, a Guidebook for
Executives, Managers, and
Students

A Practical Approach

Page 181/285

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Strategy, Business Models and
Technology
Driving Business Growth
Through Effective E-commerce
Digital Influence
Deliver Powerful Digital
Campaigns

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Advanced Digital Marketing
Strategies in a Data-Driven Era
***'I have used this book in
all its editions since first
publication with my
undergraduate and
postgraduate students. It***

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is a core text for all the students, because it provides the detail they require at an academic level. Importantly it is a book for the practitioner to use too. This is why we

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written by the specialist
for the specialist.'* David**

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***Edmundson-Bird Principal
Lecturer in Digital
Marketing Manchester
Metropolitan University
Now in its sixth edition,
Digital Marketing:
Strategy, Implementation***

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***and Practice provides
comprehensive, practical
guidance on how
companies can get the
most out of digital media
and technology to meet
their marketing goals.***

***Digital Marketing links
marketing theory with
practical business
experience through case
studies and interviews
from cutting edge
companies such as eBay***

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***and Facebook, to help
students understand
digital marketing in the
real world. Readers will
learn best practice
frameworks for
developing a digital***

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***marketing strategy, plus
success factors for key
digital marketing
techniques including
search marketing,
conversion optimisation
and digital***

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***communications using
social media including
Twitter and Facebook.
Dave Chaffey is a digital
marketing consultant and
publisher of marketing
advice site***

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***SmartInsights.com. He is
a visiting lecturer on
marketing courses at
Birmingham, Cranfield
and Warwick universities
and the Institute of Direct
Marketing. Fiona Ellis-***

***Chadwick is a Senior
Lecturer in Marketing at
the Loughborough
University School of
Business and Economics,
Director of the Institute
of Research Application***

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***and Consultancy at
Loughborough University,
academic marketing
consultant and author.
For Kate Green, nothing
was as important as the
happiness and well-being***

***of her two little boys,
Reef and Finn, and her
loving husband, St. John,
known as "Singe." They
had a wonderfully happy
family life in Somerset,
England. But then***

tragedy struck—Kate was diagnosed with breast cancer that couldn't be cured. During her last few days, Kate created what she called Mum's List. With Singe's help

she wrote down her thoughts, dreams, and wishes, trying to help the man she loved create the best life for their sons after she was gone.

Mum's List reveals Kate's

passionate nature, her free spirit, and even her sense of humor. The list became Singe's rock as he turned to it again and again for strength and inspiration. Her

instructions were simple—items like “look for four-leaf clovers” and “always say what you truly mean”—but the effect they had on Singe, Reef, and Finn was

***incredibly profound.
Singe's lesson to readers
everywhere is that a list
like Mum's List can
change your life—and you
don't need to lose
someone to make a list***

and live your dreams. If you've ever wondered if you and your family could be living a happier, more meaningful life full of adventure and joy, then this book is for you.

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***Written in an engaging
and informative style,
Digital Business and E-
Commerce Management
will give you the
knowledge and skills to
be able to handle the***

speed of change faced by organisations in the digital world. In this edition of the book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent

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***academic and
practitioner thinking,
covering all aspects of
digital business including
strategy, digital comms
and transformation. The
full text downloaded to***

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a comprehensive guide to
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use the Internet to
support their marketing***

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activities, and covers all aspects of the subject, from environmental analysis to strategy development and implementation. Now in its third edition,

Page 210/285

***""Internet Marketing"" is
an invaluable resource
for all students studying
e-marketing, e-commerce
or Internet marketing at
second, third or
postgraduate level, as***

well as specialist courses involving Internet marketing. It should also prove particularly useful for practitioners wishing to update their e-marketing skills.

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Tactics with Values, A
Guidebook for Executives,
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Digital Marketing
Excellence
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***Integrating Online
Marketing
Transforming
Relationship Marketing***

***Digital Marketing All-In-
One For Dummies***

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Marketing Strategies for Engaging the Digital Generation

In the second volume of
The Best Digital
Marketing Campaigns in
the World, best-selling

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author Damian Ryan

presents an
international showcase
of the most successful
digital marketing
campaigns in recent
history, analysing what

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they did right and their impact. This privileged insight into some of the freshest, most creative thinking in the industry covers 40 new campaigns from 40 different

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agencies/brands around
the world, 16 in the UK,
5 in the US/Canada, and
the rest from Europe,
Australia, the Middle
East and North Africa,
South Africa and South

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America. Full of behind-
the-scenes insights into
campaign strategy,
implementation and
results, The Best
Digital Marketing
Campaigns in the World

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**II explores how
businesses and agencies,
large and small, have
harnessed social media,
blogs, video, email,
mobile and search to
boost their brand and**

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attract customers.

Covering a wide range of
world-class, award-
winning campaigns from
brands such as Activia,
Red Bull, Heinz, Harley
Davidson, O2, Peugeot,

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Nike, Samsung, and UEFA,
and agencies including
Tribal DDB, Scholz and
Volkmer, Red Bee, Bell
Pottinger Wired, We Are
Social and Symbio
Digital, this is an

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inspirational must-read
for everyone working in
marketing and
advertising.

The inspirational
bestseller that ignited
a movement and asked us

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to find our WHY Discover
the book that is
captivating millions on
TikTok and that served
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the most popular TED
Talks of all time—with

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more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was

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the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever.

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START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others?

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Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over?

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People like Martin
Luther King Jr., Steve
Jobs, and the Wright
Brothers had little in
common, but they all
started with WHY. They
realized that people

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won't truly buy into a
product, service,
movement, or idea until
they understand the WHY
behind it. START WITH
WHY shows that the
leaders who have had the

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greatest influence in
the world all think, act
and communicate the same
way—and it's the
opposite of what
everyone else does.
Sinek calls this

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powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all

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starts with WHY.

Relationship marketing
builds and maintains
long-term relationships
with customers through
value creation and
delivery. This book

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**examines the key
principles of
relationship marketing
and online relationship
marketing. It looks at
three main areas of
relationship marketing**

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as understanding

relationship marketing
and the continuum, the
drivers and scope of
relationship marketing,
and how organisations
should restructure for

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successful relationship
marketing in the digital
context. The book also
addresses the
opportunities and
challenges associated
with the implementation

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of relationship

marketing in various
types of organisation
and suggests different
effective relationship-
building strategies and
techniques for

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successful customer
relationship management.
Produce engaging B2B and
B2C digital campaigns
that create impact with
this essential guide to
digital marketing,

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written by an industry
leader to help marketers
in their everyday
practice.

Digital Sense
An Integrated Approach
to Online Marketing

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Organizational

Transformation and

Managing Innovation in

the Fourth Industrial

Revolution

Unleash the Power of

Influencer Marketing to

Page 240/285

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**Accelerate Your Global
Business**

**Navigating the Fourth
Industrial Revolution
Understanding Digital
Marketing**

Internet Marketing:

Page 241/285

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Strategy, Implementation And Practice, 3/E

In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world.

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The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising

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campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the

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management of data sciences in digital marketing remains scarce. Advanced Digital Marketing Strategies in a Data-Driven Era contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data

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mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data,

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marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

With the growth and advancement of

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business and industry, there is a growing need for the advancement of the strategies that manage these modernizations.

Adaptation to advancement is essential for the success of these organizations and using the proper methods to accomplish this essential adaptation is paramount.

Organizational Transformation and

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Managing Innovation in the Fourth Industrial Revolution provides innovative insights into the management of advancements and the implementation of strategies to accommodate these changes. The content within this publication examines social engagement, cyber-journalism, and educational innovation. It

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is designed for managers, consultants, academicians, researchers, and professionals, and covers topics centered on the growth of businesses and how they change alongside the economy and infrastructure.

This textbook introduces readers to digital business from a management standpoint.

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It provides an overview of the foundations of digital business with basics, activities and success factors, and an analytical view on user behavior. Dedicated chapters on mobile and social media present fundamental aspects, discuss applications and address key success factors. The Internet of Things (IoT) is subsequently

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introduced in the context of big data, cloud computing and connecting technologies, with a focus on industry 4.0, smart business services, smart homes and digital consumer applications, as well as artificial intelligence. The book then turns to digital business models in the B2C (business-to-consumer) and B2B (business-

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to-business) sectors. Building on the business model concepts, the book addresses digital business strategy, discussing the strategic digital business environment and digital business value activity systems (dVASs), as well as strategy development in the context of digital business. Special chapters explore the

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implications of strategy for digital marketing and digital procurement. Lastly, the book discusses the fundamentals of digital business technologies and security, and provides an outline of digital business implementation. A comprehensive case study on Google/Alphabet, explaining Google's organizational history, its

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integrated business model and its market environment, rounds out the book.

This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work

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together. Setting the scene in which IMC has emerged, the authors explain each component of the promotional mix and go on to explain the process of functional integration. The text includes key case studies on companies, including Proctor and Gamble, NSPCC and Ardi, illustrating the practical side of IMC in

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addition to an introduction to the main theories at work. Including an additional Study Guide at the back, this book will be a valuable resource for students of marketing and marketing communications.

Marketing Strategy In The Digital Age:
Applying Kotler's Strategies To Digital

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Marketing

eMarketing eXcellence

Strategy, Implementation and Practice

Mum's List

The Digital Marketing Handbook

Digital Marketing That Actually Works

the Ultimate Guide

Digital Strategies in a Global Market

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Digital Strategy: A Guide to Digital Business Transformation delivers practical solutions for enterprises operating in today's fast-paced business environment. This book is for any businessperson who either

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wishes to stay relevant amid the rapid pace of technology innovation or wants to be a digital disrupter. If you're in business today, you probably use digital technology to run your day-to-day operations. But if you

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don't have a digital strategy, you're at risk of losing out to your competitors by either failing to recognize the potential tools available or wasting resources while trying to prepare for digital disruption. This accessible book

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guides you through the steps of understanding what a digital strategy is; realizing how it can serve your business objectives; creating, implementing, and maintaining your digital strategy; and ultimately discovering how

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your strategy can help you innovate. Learn to manage your risks and opportunities, outperform the competition, and even shake up your industry with Digital Strategy: A Guide to Digital Business Transformation.

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Unlock the value in online marketing A well-executed digital marketing plan is a proven component of success in business, and Digital Marketing All-In-One For Dummies covers everything you need to build and

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Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal

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customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don't. You'll learn social media marketing, marketing to

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millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products
Increase brand awareness,

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customer acquisitions, and
audience engagement Measure
what your online traffic is worth
and improve ROI on digital
marketing Develop a solid digital
marketing plan and put it to work
for your brand From SEO and

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SEM to brand awareness and why you need it, Digital Marketing All-In-One For Dummies will help you level up your digital marketing game and avoid the common mistakes that might be holding your business

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Compete in the digital world with pragmatic strategies for success Digital Sense provides a complete playbook for organizations seeking a more engaged customer experience

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strategy. By reorganizing sales and marketing to compete in today's digital-first, omni-channel environment, you gain newfound talent and knowledge from the resources already at hand. This book provides two pragmatic

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frameworks for implementing and customizing a new marketing operating system at any size organization, with step-by-step roadmaps for optimizing your customer experience to gain a competitive advantage.

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The Experience Marketing
Framework and the Social
Business Strategy Framework
break down proven methods for
exceeding the expectations
customers form throughout the
entirety of the buying journey.

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Customizable for any industry, sector, or scale, these frameworks can help your organization leap to the front of the line. The evolution of marketing and sales demands a revolution in business strategy,

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but realizing the irrelevance of traditional methods doesn't necessarily mean knowing what comes next. This book shows you how to compete in today's market, with real-world frameworks for implementation.

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Optimize competitive advantage
and customer experience Map
strategy back to business
objectives Engage customers
with a pragmatic, proven
marketing system Reorganize
sales and marketing to fill talent

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and knowledge gaps Today's customer is savvy, with more options than ever before. It's critical to meet them where they are, and engagement is the cornerstone of any cohesive, effective strategy. The

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technological revolution has opened many doors for marketing and sales, but the key is knowing what lies behind each one—what works for your competitor may not be right for you. Digital Sense cuts through

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the crosstalk and confusion to give you a solid strategy for success.

This book examines issues and implications of digital and social media marketing for emerging markets. These markets

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necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical

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constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine

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advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies

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(ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses

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for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing

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practices. This book considers this, as it examines the practice and research related to digital and social media marketing.
Digital Minds (2)