

Digital Marketing

A Practical Approach

Digital Marketing: A Practical Approach provides a step-by-step and comprehensive guide to implementing the key aspects of digital marketing. Building on the previous editions, this fully updated fourth edition takes an approach that prepares students for an active role in digital marketing. As well as topic-based exercises, the text also includes practical case-study exercises – based on theory and recognized good practice – which will ensure that readers will be able to analyse situations within the work place, identify the most appropriate course of action and implement the strategies and tactics that will help the organization meet its online objectives. Key updates to the new edition include: - The role of the digital influencer - Direct to Consumer (DTC) and omni-channel retailing - Individuals' privacy and the role of organizations in gathering and storage of their personal data - Ethical aspects of digital marketing and its impact on the environment - SEO and Google's development of the 'zero click' - Online ad fraud - Updated online resources available via the author's own site This essential text equips advanced undergraduate, postgraduate and executive education students with the tools to undertake any digital marketing role within a variety of organizations. Comprehensive support material available online for both students and instructors includes links to articles and opinion pieces, PowerPoint lecturer slides and questions based on the chapter material.

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