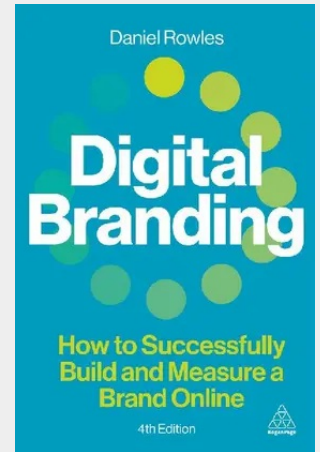


Rowles

Digital Branding

How to Successfully Build and Measure a Brand Online

Your brand is shaped by your actions and decisions. In the digital world, every move influences your brand image. Elevate your online presence and delve into key marketing channels with this acclaimed guide. Tailored for marketers and brand strategists, **Digital Branding** is an invaluable resource for enhancing your brand's identity and online presence. It offers practical, step-by-step guidance on developing your branding, backed by the expertise of a respected CIM fellow, course leader and industry influencer. This comprehensive guide establishes a sturdy framework for brand planning, identity development and channel selection. Drawing insights from industry giants like PWC, BBC and Specsavers, the book is now in its fully updated fourth edition. This latest edition introduces the new version of Google Analytics, Generative AI and changes to the SEO and social algorithm.



103,40 €

103,40 € (zzgl. MwSt.)

sofort versandfertig, Lieferzeit: 1-3 Werktage

Artikelnummer: 9781398618442

Medium: Buch

ISBN: 978-1-3986-1844-2

Verlag: Kogan Page

Erscheinungstermin: 28.01.2025

Sprache(n): Englisch

Auflage: 4. Auflage 2025

Produktform: Gebunden

Gewicht: 529 g

Seiten: 248

Format (B x H): 161 x 240 mm

