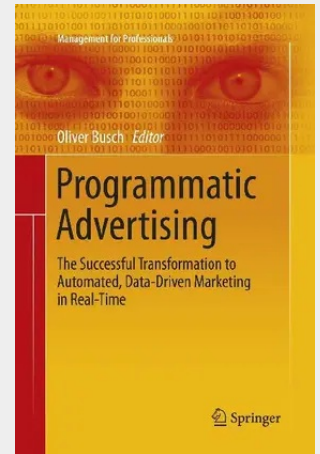


Programmatic Advertising

The Successful Transformation to Automated, Data-Driven Marketing in Real-Time

This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The new way of planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter Würtenberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Xaxis, Michael Lamb/MediaMath, Carolin Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

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64,19 €

59,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783319797212

Medium: Buch

ISBN: 978-3-319-79721-2

Verlag: Springer

Erscheinungstermin: 31.03.2018

Sprache(n): Englisch

Auflage: Softcover Nachdruck of the original 1. Auflage 2016

Serie: Management for Professionals

Produktform: Kartoniert

Gewicht: 446 g

Seiten: 279

Format (B x H): 155 x 235 mm

