

Wirtz

Multichannel Marketing

Strategy - Design - Digital Technology

Increasing customer demands and innovations in digital sales require targeted management and flexible organisation of multiple sales channels. Multi-channel marketing can be used to achieve outstanding competitive advantages. This book provides a comprehensive and systematic overview of the fundamentals and management of multi-channel marketing. The book understands multi-channel marketing as an integrative marketing system with special consideration of digital technologies.

Executive Board

Dr. Arno Mahlerl,

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