

S Digital Marketing Chaffey Now

Now in its fourth edition, the hugely successful Emarketing Excellence is fully updated; keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric e-marketing plans. A practical guide to creating and executing e-marketing plans, it combines established approaches to marketing planning with the creative use of new e-models and e-tools. This new edition seamlessly integrates social media technology like Facebook check-in, social networking, tablets and mobile applications into the mix, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes brand new sections on online marketing legislation and QR codes, plus an expanded section on email marketing, the most commonly used e-marketing tool. Offering a highly structured and accessible guide to a critical and far-reaching subject, Emarketing Excellence 4e provides a vital reference point for all students of business or marketing and marketers and e-marketers involved in marketing strategy and implementation and who want a thorough yet practical grounding in e-marketing.

Now in its fifth edition, Digital Marketing (previously Internet Marketing) provides comprehensive, practical guidance on how companies can get the most out of digital 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 students understand digital marketing in the real world.

Brassington and Pettitt's Essentials of Marketing is the indispensable introduction to the subject for all students taking a short or one-semester Marketing module - whatever their background. The second edition retains the lively writing style and authority of the authors' Principles of Marketing, and highlights the links between theory and practice by using fresh and topical case studies drawn from real-life, whilst focussing on the most important concepts and theories of Marketing. Essentials of Marketing also boasts an unrivalled selection of online learning resources at www.pearsoned.co.uk/brassington, which includes multiple choice questions that test your learning and help monitor your progress, video interviews with top Marketing Managers, answering your questions on how they use the theories of marketing every day in their professional lives, a full online Glossary explaining the key terms of the subject, and weblinks for every chapter that help take your learning further! Dr Frances Brassington is Senior Lecturer in Retail Management and Marketing at Oxford Brookes University Dr Stephen Pettitt is Deputy Vice-chancellor of the University of Bedfordshire

EBOOK: Principles and Practice of Marketing
Content is King

Planning and Optimizing your Digital Marketing

Digital Marketing For Dummies

Internet Marketing: Strategy, Implementation And Practice, 3/E

The Heart of Ebusiness

Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process. 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 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: strategic aspects, the use of the Internet for market research, product development and realisation, branding, customer acquisition, customer loyalty and order processing. The 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. Digital Marketing Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals working in 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>

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with 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 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. START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? 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? 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 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 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 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 starts with *WHY*.

Now completely revised, this text can help marketers create effective and up-to-date customer-centric e-marketing plans. It combines established approaches to marketing planning with the creative use of new e-models and e-tools.

The continued advancement of globalization, increases in internet connectivity, compatibility of international payment systems, and adaptability of logistics and shipping processes have combined to contribute to the rapid growth of the cross-border e-commerce market. Due to these advancements and the ubiquitous presence of smartphones, consumer use of cross-border e-commerce is increasingly simplified, and thus, sellers are hardly restricted to a specific country in terms of promoting, selling, and shipping goods worldwide. The burgeoning opportunities, habits, and trends of shopping on cross-border e-commerce platforms have expedited the prospect of becoming a presence in the global market. This is true for enterprises of all sizes, especially for small? and medium? sized enterprises (SMEs) that want to add their footprint in the international market for the first time. Like any other industry, cross-border e-commerce has its specific economics and driving forces, but has different scopes, challenges, and trends due to the geographic and cultural expanse of relevant environments. *Cross-Border E-Commerce Marketing and Management* was conceptualized by identifying the scope of new complementary information with a comprehensive understanding of the issues and potential of cross-border e-commerce businesses. The authors believe that this book will not only fill the void in the current research but will also provide far-sighted vision and strategies, as it covers big data, artificial intelligence, IoT, supply chain management, and more. This book provides the necessary knowledge to managers to compete with the competitive market structure and ultimately contribute to the sustainable economic growth of a country. It works as a guideline for existing cross-border e-commerce managers to formulate individual strategies that combine to optimize the industry while keeping the enterprise competitive. This book is useful in both developed and developing country contexts. This publication is an ideal resource for academicians, policy makers, stakeholders, and cross-border e-commerce managers, especially from SMEs.

Planning and Optimizing Your Digital Marketing

Digital Marketing All-In-One For Dummies

Chaffey: Digital Marketing 8e

Business Information Management

Re-engineering the Enterprise with Collaborative Software

eMarketing eXcellence

""Internet Marketing"" is a comprehensive guide to how organisations can use the Internet to support their marketing activities, and covers all aspects of the subject, from environmental analysis to strategy development and implementation. Now in its third edition, ""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.

Built around the new CIM e-Marketing Award this book addresses an important area of marketing. The core of the book is an established but flexible marketing model that makes sense of the issues that online and interactive techniques can create.

2019 Edition (V5) of PR Smith's popular SOSTAC (r) planning system shows how to write the perfect plan and can be learned in 3 minutes. The SOSTAC Guide to your Perfect Digital Marketing Plan, can be skimmed in 30 minutes and digested in detail in 3 hours. The new edition integrates digital developments such as AI, Big Data, IoT, Marketing Automation with brief mentions of VR and AR. So it's bang up to date. The SOSTAC(r) planning system was voted in the Top 3 Marketing Models worldwide by voters in the Chartered Institute Of Marketing's Centenary Poll. SOSTAC(r) has since been adopted by LinkedIn, KPMG, Greenpeace and many more bluechips and start-ups. The entire book is written in easily digestible chunks so readers can dip in and out. Who can use this book? The book is aimed at anyone involved in digital marketing, or marketing, or just interested in digital marketing. Readers can see how it all fits together. More advanced marketers use it as a 'dip in & out' (e.g. the digital marketing strategy chapter), while less experienced marketers benefit from all six chapters and the many links to cutting-edge websites, digital tools and videos. The 6 Chapters: Situation Analysis (where are we now?) Objectives (where are we going?) Strategy (how do we get there?) Tactics (details of strategy incl. marketing mix) Action (checklists, guides, systems & internal marketing) Control (how do we know if we are going to get there?) Who is the author? PR Smith is the co-author of the hugely influential 'Digital Marketing Excellence' (with Dave Chaffey) and several other marketing books including the best-selling Marketing Communications text going into its 7th ed this year. This new SOSTAC(r) Guide has achieved more than 3,000 pre-sales. The book is now also available from Amazon, iBooks, other networks or www.PRSmith.org/sostac. There is a free Kindle app which allows readers to enjoy this eBook on any mobile, iPad or laptop in addition

to a kindle. What Experts Say About This Book "Although most businesses are now doing digital marketing, nearly half don't have a plan - that's shocking! SOSTAC(r) gives you an awesomely simple framework to put that right." Dave Chaffey, CEO Smart Insights "A really good easy-to-follow guide" Ged Carroll, Digital Director VP Europe, RacePoint Global 'This is essential reading and an invaluable reference guide for any marketer who needs to create impressive, persuasive and effective digital marketing plans.' IDM SOSTAC(r) Certified Planners online portal is now open for those that want to become SOSTAC(r) Certified Planners. Visit <https://www.SOSTAC.org> to register, download manuals drawn from these books and take the online, open-book, multiple choice case study assessment. Upon reaching 60% + the applicant receives a SOSTAC(r) Certified Planner certificate. See <http://www.PRSmith.org/SOSTAC> for more or just go directly to <https://www.SOSTAC.org>

"Digital marketing has transformed how businesses and other organisations communicate with their audiences. Consumers now have access to a much wider choice of entertainment, products, services and prices from different suppliers and a more convenient way to select and purchase items. Organisations have the opportunity to expand into new markets, offer new services, interact with audiences in new ways and compete on a more equal footing with larger businesses. Marketers working within these organisations have the opportunity to develop new skills and to integrate these new tools to improve the competitiveness of the company"--

Pay Per Click Marketing

Advanced Digital Marketing Strategies in a Data-Driven Era

Digital Marketing Strategy

Principles of Marketing for a Digital Age

Emarketing Excellence

How Great Leaders Inspire Everyone to Take Action

This book explores omnichannel fashion and luxury retailing with a particular emphasis on the role of computer-mediated marketing environments in determining a consumer's purchase and post-purchase trajectories. The fashion industry has evolved rapidly over the last few years with the diffusion of fast fashion and luxury democratization, not to mention the advent of ICT and the development of communication. Today, fashion companies face new challenges, such as how to manage brands and how to choose between marketplaces and digital marketplaces. While some companies focus on one channel selection, others embrace the omnichannel choice and look for a balance between the two environments. Whatever the strategy, it is essential to manage these touch-points in order to create interaction between consumers and brands, provide meaningful customer experiences, and to maximize customers' engagement. An insightful read for scholars in marketing, fashion and retail, this book investigates the triangulation between branding, marketplace, and market space and its impact on the organization.

A growing number of information providers are now online, and as a result being able to produce copy that is suitable for an online readership is of increasing importance. In this text the basic principles of copywriting are covered, along with more specific guidance on writing for online sources. The differences between writing for online and offline are highlighted to enable the reader to distinguish between the two and consequently write the best form of copy for the end source. Different sources of online content require different approaches, and therefore the author takes a structured approach, taking each of these channels in turn, for example writing for web sites, writing for email, ezines and newsletters, writing for search engines, and writing for online ads. By approaching each topic individually, specific guidance is provided enabling the reader to be properly equipped with the tools required to write the most appropriate copy for the task in hand.

"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 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 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 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 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 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 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 including search marketing, conversion optimisation and digital communications using social media including Twitter and Facebook.

Tasked with creating marketing strategy? This book is for you. Learn about the most useful tools and models, dodge common mistakes, and optimize your marketing strategy success, with this practical and adaptable framework from award-winning thought-leader Jenna Tiffany. Create an effective marketing strategy for your business with Marketing Strategy, which offers a clear, easy-to-follow overview of why strategy is important, how to create it, how to implement it, and - crucially - how to measure its success. Packed with global examples and case studies, the book opens by discussing the role strategy plays in any organization's long-term vision. It also discusses the key models and frameworks that can be used to analyze the marketing environment, and offers information on segmentation, targeting and positioning. Importantly, it will outline some of the key challenges likely to crop up, and gives pre-emptive tools for avoiding them. Marketing Strategy is highly practical in approach. Chapters are supported by short tasks to complete throughout, to cement the reader's understanding of the concepts discussed. Put together, these tasks create an easy to follow, step-by-step framework for creating a marketing strategy. The framework is adaptable and can be applied to any industry or business. Marketing Strategy also includes input from leading marketing strategists including Mark Ritson, organizations such as Mailchimp, the CIM and DMA.

E-business and E-commerce Management

Digital Marketing PDF eBook

Search Engine Optimisation

Overcome Common Pitfalls and Create Effective Marketing

Total E-mail Marketing

Digital Marketing Essentials

Looking for a way to bring genuine, potential customers to your website? And only pay for results? By following the tips in this guide you can learn how to use the power of pay per click to multiply your sales overnight. Discover how to construct magnetic ads that draw in paying customers at the lowest possible cost per click. Learn how to find keywords that others have missed, how search

engines score your campaign, and discover the latest PPC developments before your competitors. Packed with bite-sized tips, the Marketers Checklist Series offer practical advice that can help improve your website, today. Find out how Google AdWords, Yahoo! and Microsoft can get your business in front of a global audience.

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

"The authors have the uncommon knack of taking the complex and explaining it in a clear, compelling way. I recommend it if you want to learn the principles of strategic communications and get structured suggestions to create better campaigns." Dave Chaffey, Co-founder and Content Director, Smart Insights This book has the strongest focus of online and offline integration of any marketing communications textbook. A blended approach to marketing is in its DNA. Compared to the competition that too often uses a bolts-on approach to integration, this book is essential for giving students the precise skills employers will look for - to be able to implement genuinely integrated marketing campaigns. This new, seventh edition combines professional and academic expertise to ground big picture theory into real-world case studies, drawing from cutting-edge global companies like Snapchat and Spotify, that will teach students the why behind the how. With increased focus on social media and the latest digital technologies, this new edition will teach students: - How AI, the Internet of Things, Big Data, AR/VR and marketing automation can be used successfully in campaigns - The opportunity and risks of social media - How to navigate ethical and data management challenges - How to use the current preferred digital marketing tools and technology Covering the key themes of customer engagement, experience and journey, this book will allow students to become truly confident working in an environment of ongoing technological transformation. There can be little doubt about the profound impact that the Internet has had on all aspects of business over the past decade. Indeed, it is now widely accepted that we have entered a new and even more revolutionary phase in the development of the Net as a global marketing and communications platform; a phase characterised by information 'pull' rather than 'push', user-generated content, openness, sharing, collaboration, interaction, communities, and social networking. New generation Web-based communities and hosted applications are beginning to have a major impact on customer behaviour across a diverse range of industries. These new applications represent a fundamental change in the way people use the Internet, their online expectations, and experiences. From a marketing perspective, the most distinctive feature is not the technology involved but rather the growth of a new global culture - a 'Net generation' culture based on decentralised authority rather than hierarchy and control, online socialising and collaboration, user-generated and distributed content, open communications, peer-to-peer sharing, and global participation. Success in this new online environment, characterised by people and network empowerment, requires new 'mindsets' and innovative approaches to marketing, customer, and network relationships. This book makes a valuable contribution to the field by examining recent and future developments in online marketing, including the revolutionary impact of new media. Chapters cover a wide range of topics, including: information exchange on bulletin board systems and in online consumer portals; Web 2.0 and 'New-Wave Globals'; online tribal marketing; co-creation; industry impact; privacy issues; online advertising effectiveness; and practitioner prognostics for the future of online marketing. This book was originally published as a special issue of the Journal of Marketing Management.

Cult of Analytics: Driving online marketing strategies using web analytics

Start with Why

Marketspaces and Marketplaces

Marketing Strategy

Internet Marketing

Groupware, Workflow and Intranets

Optimize your digital channels and ensure your marketing strategy aligns with business objectives, with this second edition of the bestselling guide to digital marketing - recommended by the Chartered Institute of Marketing. There is no shortage of digital marketing resources yet finding a book that covers all disciplines can be a challenge. This essential and highly readable book provides an accessible, step-by-step framework to the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Now featuring cutting edge updates on social media, SEO, content marketing, user experience and customer loyalty, Digital Marketing Strategy is an ideal road map for navigating: -Marketing automation, personalization, messaging and email -Online and offline integration -The power of technologies, such as AI -New data protection and privacy strategies Accompanied by downloadable practical implementation guides spanning SEO, paid-search, email, lead-generation and more, Digital Marketing Strategy will show you how to effectively select, align and manage digital channels and operations, to streamline a winning digital marketing strategy for measurable, optimized results. It is an essential guide for any marketer to build an effective and practical digital strategy.

Chaffey: Digital Marketing 8e

Forever seeing your competitors at the top of search engine results? Want to knock them off the top spot? By following the tips in this guide you can learn how to improve your organic search engine rankings, ethically. Discover how to bring new customers to your website, and understand what they want when they get there. Learn how search engines see your site, how to feed them with the content that they love, and the essential factors that determine ranking success. Packed with 101 bite-sized tips, the Marketers Checklist Series offer practical advice that can help improve your website, today. From crucial points to consider when building your site, to offsite link building and social media Get digital with your brand today! Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving! You'll learn how to identify the digital markets and media that work best for your business—no wasting your time or money! Discover how much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer—this book will take you through the whole process! Learn targeted digital strategies for increasing brand awareness Determine the best-fit online markets for your unique brand Access downloadable tools to put ideas into action Meet your business goals with proven digital tactics Digital marketing is the wave of the business future, and you can get digital with the updated tips and techniques inside this book!

From Strategy to ROI

Planning, Optimizing and Integrating Online Marketing

The Art of Digital Marketing for Fashion and Luxury Brands

Sostac (R) Guide to Your Perfect Digital Marketing Plan 2019

Digital Marketing Fundamentals

Integrating Online and Offline, Customer Engagement and Digital Technologies

E-mail is a powerful marketing communications tool which excels at developing relationships with existing customers and acquiring new customers. This second edition builds on the author's successful formula, describing a practical approach to e-mail marketing for all marketers looking to exploit its potential or take their e-mail to the next level. Total e-Mail Marketing 2e draws on expertise and latest examples from leading European practitioners to detail practical tips to improve campaign results. Packed with brand new case studies and checklists to get you started or improve on past campaigns, the book covers all aspects of e-mail marketing, including: * Planning effective, integrated e-mail campaigns and e-newsletters * How to rapidly build a quality house list and select the best tools to manage it * Ethical and legal constraints in a fast-moving sector * Design and write HTML and text format e-mails for maximum response * Getting through the SPAM filters to maximize deliverability * Targeting, personalizing, measuring and improving e-mail campaigns * Integrating emerging technologies like blogs, RSS and mobile messaging * Practical dos and don'ts A vital supplement to the author's book e-Marketing eXcellence, also in its 2nd edition and co-written with PR Smith, this text is relevant to all marketers – specializing in e-marketing or not – as it offers an integrated campaign perspective and shows how to maximize integrated e-marketing results. * Completely updated edition of the bestselling e-mail marketing handbook * Brand new examples reflect the latest best practice in this fast-moving area * Tried-and-tested structure offers an integrated campaign perspective, crucial for all marketers wanting to maximize the benefits of e-mail

'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 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 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 Lecturer in Digital Marketing Manchester Metropolitan University Now in its sixth edition, Digital Marketing: Strategy, Implementation 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 and Facebook, to help students understand digital marketing in the real world. Readers will learn best practice frameworks for developing a digital marketing strategy, plus success factors for key digital marketing techniques including search marketing, conversion optimisation and digital communications using social media including Twitter and Facebook. Dave Chaffey is a digital marketing consultant and publisher of marketing advice site 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 and Consultancy at Loughborough University, academic marketing consultant and author.

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 implement a winning plan. 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 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 millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products Increase brand awareness, 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 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 back.

Now in its fifth edition, the 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 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 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 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 Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial and error Measure 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. 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 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 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 marketing strategy and implementation.

Internet Marketing and Relationship Marketing

EMarketing EXcellence

Marketing Communications

The SOSTAC Guide to Your Perfect Digital Marketing Plan

An Integrated Approach to Online Marketing

Digital Marketing Excellence

If you want to understand and get true value from your online content you need to understand how it is used by your customers. If you work with web analytics and online search optimization, this book will provide you with the tools and insight you need to do just that. Even more, it will give you an actionable plan to transform the culture of your organization into one that uses web analytics on a daily basis, focusing on real changes you can make to your department and processes to transform the way your business works. With examples from dozens of companies ranging from small businesses, to consumer sites like Amazon, to some of the largest companies in the world including Tesco and Google, *Cult of Analytics* demonstrates just how to apply web analytics to your business.

Student-led in its design and development, the book incorporates digital marketing as central to what marketers do, and combines quality examples, assessment and online resources to support the teaching and learning of introductory marketing in a digital age. The author integrates digital and social media marketing throughout the chapters and through student involvement in the development of it, the text has been made to be approachable and to appeal to students, with infographics, numerous images, and an engaging writing style. It facilitates the "flipped" approach to classroom teaching and is supported by a number of features and activities in every chapter, encouraging students to undertake course reading, class participation and revision. It includes case studies from global companies such as Nutella, Google, L'Oreal, Netflix, Airbnb, BirchBox, Uber, FitBit, Visit California and Coca-Cola. It also takes a social view of marketing, featuring cases tied to the UN's PRME initiative to aid students in becoming sustainably-minded individuals. The book is complemented by online instructor resources, including chapter-specific PowerPoint slides, an instructor manual, flipped classroom activities, as well as open access multiple choice questions (with solutions), videos, case studies, weblinks, a glossary and SAGE journal articles for students. To find out more and for a quick sneak peek, watch our video on the book's story.

The Marketing Book is everything you need to know but were afraid to ask about marketing. Divided into 25 chapters, each written by an expert in their field, it's a crash course in marketing theory and practice. From planning, strategy and research through to getting the marketing mix right, branding, promotions and even marketing for small to medium enterprises. This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use, especially for professionals taking their CIM qualifications. Nevertheless, it is also invaluable for practitioners due to its modular approach. Each chapter is set out in a clean and concise way with plenty of diagrams and examples, so that you don't have to dig for the information you need. Much of this long-awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought. Also included are brand new content in direct, data and digital marketing, and social marketing. If you're a marketing student or practitioner with a question, this book should be the first place you look.

'eMarketing eXcellence' 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 accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative 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 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-marketing principles & models
- Integrate online and offline communications
- Implement customer-driven e-marketing
- Reduce costly trial and error
- Measure and 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 coverage of the key areas of e-marketing planning for marketing professionals.

Established marketing concepts such as customer relationship management, the marketing 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 site design.

The Marketing Book

Strategy, Implementation and Practice

Cross-Border E-Commerce Marketing and Management

Maximizing Your Results from Integrated E-marketing

EBOOK: Principles and Practice of Marketing

Improving Performance Using Information Systems

This problem-solving text highlights the key issues faced by managers in identifying, capturing and systematising information in order to improve organisational performance.

An introduction to collaboratives systems; Reengineering and process improvement using collaborative software; Groupware functions and applications; Workflow management systems; Intranet and internet based groupware and workflow; Selecting the right software; Process analysis and modeling; Designing collaborative applications; Implementation - development, deployment and human factors; Designing for the future; Further reading; Index.

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. 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 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 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 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, 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.

Digital Business and E-commerce Management

New Developments in Online Marketing

Digital Marketing

Essentials of Marketing