



Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Hardback)

By Damian Ryan

Kogan Page Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 3rd Revised edition. 244 x 163 mm. Language: English . Brand New Book ***** Print on Demand *****.The world of digital media is changing at a phenomenal pace. Constantly evolving technologies are transforming not just how we access our information but how we interact and communicate with one another on a global scale. Understanding Digital Marketing is a practical, no-nonsense guide to web marketing, the rules of new media and researching the new generation of digital consumers. Clear, informative and entertaining, it covers key topics such as search marketing, social media, Google, mobile marketing, affiliate marketing, email marketing, performance marketing, customer engagement and digital marketing strategies. One of the best-selling books in the industry, this third edition of Understanding Digital Marketing has been thoroughly revised with more information on core areas such as search, analytics, online PR and content marketing. Complete with in-depth insider accounts of digital marketing successes from brands including Harley-Davidson, Help for Heroes, Mercadolibre and the UEFA Europa League, it remains one of the most comprehensive yet easy-to-read books on digital marketing available (The Marketer) and is therefore essential reading for both practitioners and students alike.



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