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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.

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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.

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The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields. The fifth edition includes comprehensive coverage of all recent developments in digital marketing, including analysis of the seemingly relentless rise of Facebook, Twitter and other forms of social media.

[Principles of Direct, Database and Digital Marketing, 5th ...](#)

Under each section, there are a list of closely related subtopics covered. It is comprehensive in the way that covers many basic concepts/terminologies that students need to know before they start to do digital marketing. In the 5th edition, a comprehensive glossary and index section are provided in section VIII and IX. Content Accuracy rating: 4

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### Chaffey:Digital Marketing\_p5, 5th Edition - Pearson

Preface to the fifth edition xxxiii Part One Organization and Planning for Marketing 1 1 One more time – what is marketing? 3 Michael J. Baker Introduction 3 Marketing as a managerial orientation 4 Marketing myopia – a watershed 5 Life cycles and evolution 7 Marketing misunderstood 8 The marketing function 9 Relationship marketing 11 ...

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### Book: eMarketing - The Essential Guide to Marketing in a ...

The book is well structured, provides all the information that a beginner will need to start implementing digital marketing. However, if you like myself have already created websites, used Facebook Ads, Google Ads etc. this book is unlikely to provide you any useful information, apart from some minor issues.

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