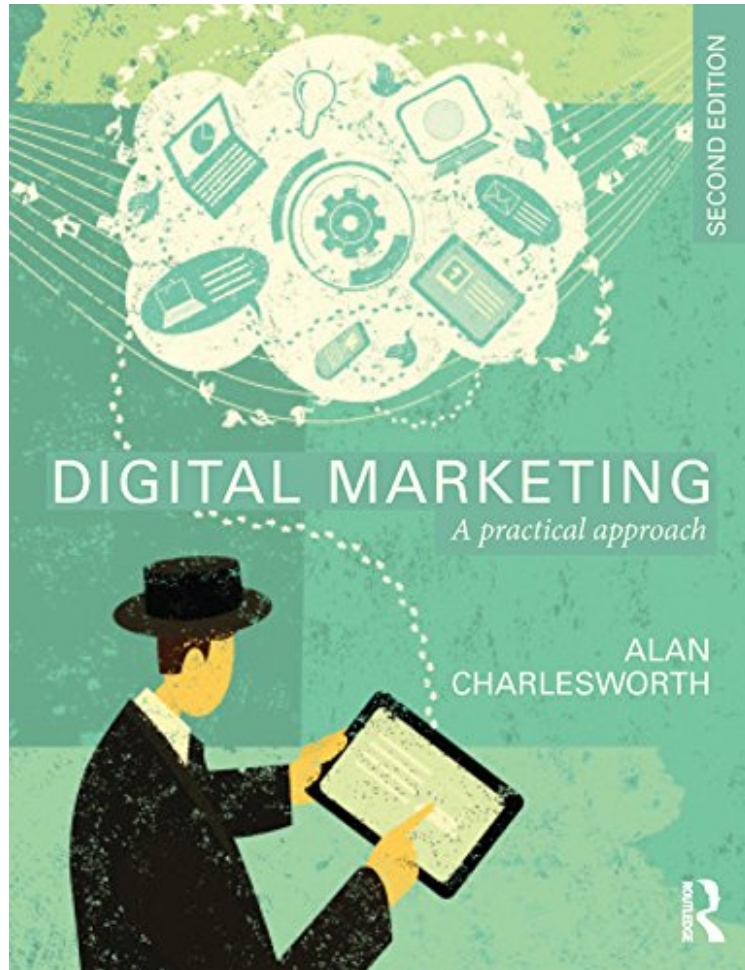


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Digital Marketing: A Practical Approach

Alan Charlesworth

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Digital Marketing: A Practical Approach 2nd Edition is a step-by-step guide to marketing using the Internet. Concentrating on the operational and functional aspects of this dynamic subject, the book is packed with tactical advice and real-life examples from those leading the field to help you succeed. Written as an accessible guide to equip you for the digital element of any contemporary marketing role, Digital Marketing covers all the key topics including search engine optimization and social media marketing. With real-world case studies to illustrate digital marketing in practice and exercises to help you analyse, plan and execute effective strategies within the workplace, this practical resource will prepare you to undertake digital marketing across a variety of organizations. More than just a book, this complete package features an associated website at AlanCharlesworth.eu/DigitalMarketing which hosts the case

studies for the book, offers further tips and advice and provides access to a wealth of extra material such as up-to-date references and web links. This new, second edition builds on the first edition's success by addressing the key recent developments in digital marketing including an expanded section on social media marketing and an appreciation of the impact of mobile devices. Moreover, it's been thoroughly updated throughout, with brand new cases and examples with an international range, all of which encourage the reader to quickly learn the practical applicability of the theory and practice of emarketing.

A practical manual on how to do digital marketing from the ground up. Duncan Shaw, Lecturer in Information Systems, Nottingham University Business School, UK The second edition of Digital Marketing by Alan Charlesworth offers a great overview of the latest trends and opportunities offered. Essential topics such as search engines, social media and their integration with marketing communications are outlined in an accessible way and offer a great starting point for anyone who has no background in digital marketing. Dr Aleksej Heinze, Senior Lecturer, Salford Business School, University of Salford, UK This work is based upon the author's academic and organizational experience and as such provides an illuminating account of digital marketing. A pragmatic book that identifies and discusses the key concerns of digital marketers. Its commentary is grounded with references to real life examples. This book is a very readable text, which pulls no punches and addresses a range of topics. Therefore, this book will be of interest to those new to digital marketing, undergraduate students and more seasoned marketing practitioners. Dr Michael Cassop Thompson, Senior Lecturer, Leeds Metropolitan University, UK About the Author Alan Charlesworth is a Senior Lecturer in Marketing and Digital Marketing, and has been involved in online marketing as a practitioner, consultant, trainer, researcher, educator and author since 1996