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E-business and E-commerce Management Dave Chaffey, 2007 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 *E-Marketing: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources, 2012-05-31 The popularity of e marketing has helped both small and large businesses to get their products and services message to an unbounded number of potential clients Keeping in contact with your customers no longer require an extended period of time but rather mere seconds *E Marketing Concepts Methodologies Tools and Applications* presents a vital compendium of research detailing the latest case studies architectures frameworks methodologies and research on e marketing With contributions from authors around the world this three volume collection presents the most sophisticated research and developments from the field relevant to researchers academics and practitioners alike In order to stay abreast of the latest research this book affords a vital look into electronic marketing research *eMarketing eXcellence* PR Smith, Dave Chaffey, 2008-06-20 eMarketing eXcellence third edition has been completely revised and updated to help you create effective and up to date customer centric e marketing plans A hugely successful 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 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 Written by two highly experienced eMarketing consultants the book shows you how to Draw up an outline e marketing plan Evaluate and apply e marketing principles and 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 Established marketing concepts such as customer relationship management the marketing mix and widely adopted SOSTAC planning system are re examined in the new media context and new approaches explained including blogs search engine marketing viral marketing and E CRM Offering a highly structured and accessible guide to a critical and far reaching subject eMarketing eXcellence third edition provides a vital reference point for all students and managers involved in marketing strategy and implementation Principles of Marketing Frances Brassington, Stephen Pettitt, 2006 This well

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Digital Business and E-commerce Management Dave Chaffey,David Edmundson-Bird,Tanya Hemphill,2019 Written in an engaging and informative style Digital Business and E Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world In this seventh edition of the book Chaffey Hemphill and Edmundson Bird bring together the most recent academic and practitioner thinking covering all aspects of digital business including strategy digital comms and transformation

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Digital Marketing Essentials You Always Wanted to Know Vibrant Publishers, 2020-07-23 The Internet has changed how we communicate and that includes how we market From corporate websites to social media platforms search engines and more there are many ways to reach your market in the digital age The vast amount of data that can be generated Big Data adds to the complexity of marketing decisions but also lets you understand your market better than ever before Digital Marketing Essentials You Always Wanted To Know includes easy to understand concepts tips and insights to understand how to gain and retain happy customers through the use of digital technologies This book will help you understand the principles that boost marketing productivity including the tools required to create and implement a winning digital marketing strategy It shows how to integrate your digital activities across channels to improve your marketing performance Whether you are a beginner looking to understand the basics of digital marketing or an expert marketer searching for a way to increase your digital marketing ROI Digital Marketing Essentials will help you achieve your goals

Digital Marketing Annmarie Hanlon, 2018-12-29 An unbiased approach to the latest digital marketing models offering students and practitioners a range of tools to implement in their digital marketing planning and strategy Covering all aspects of digital marketing planning and the latest digital marketing models the book aims to provide a roadmap for a digital marketing journey As such its structure maps against the development of a digital marketing plan In addition to this the content is supported by case examples from real world organizations and a number of features throughout the chapters Smartphone sixty seconds features in every chapter to evaluate influencers in relation to the topic covered Digital tool boxes introduce professional tools for example how Google shares its aggregate data to inform marketers about shopping insights trends and benchmarks Ethical insights provide a reflective and challenging look at social issues and the negative sides to marketing The book is complemented by online resources for both instructors and students these include PowerPoint slides an instructor's guide exercises and activities relating to each chapter digital marketing planning documents digital marketing model templates quizzes annotated recommended video links links to free online tools and SAGE journal article recommendations Suitable for digital and e marketing courses on marketing and advertising degrees as well as professional

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