

Digital marketing : strategy, implementation and practice / Dave Chaffey, Fiona Ellis-Chadwick

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Abstrak

"In its fifth edition, 'Digital marketing' (previously 'Internrt 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 understands digital marketing in the real world." -- From the cover back.