

Emarketing The Essential Guide To Marketing In A Digital World

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The 6th edition of eMarketing - The Essential Guide To Marketing In A Digital World was released in 2018 written by Rob Stokes under Red & Yellow Creative School of Business (<https://www.redandyellow.co.za/textbook/>). Reviewed by Ye Wang, Associate Professor, University of Missouri - Kansas City on 10/22/18

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In writing eMarketing: The Essential Guide to Online Marketing, marketing guru Rob Stokes consolidated eleven years of real online marketing experience at Quirk into a full length textbook, drawing from both academic theory and practical experience.

eMarketing: The Essential Guide to Online Marketing

Chapter 1: Introduction to eMarketing. Introduction; A Brief Timeline in Internet Development; It's All about Being Connected! How Do People Access the Internet? References; Chapter 2: E-mail Marketing. Introduction; History; How It Works; Nine Steps to Executing an E-mail Campaign; References; Chapter 3: Online Advertising. Introduction; How It Works

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Nic van den Bergh, Founder & Director of Macula Reviews for previous editions I found eMarketing: The essential guide to digital marketing to be an excellent guide on digital marketing.

The Essential Guide to Marketing in a Digital World - 5th

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eMarketing: The Essential Guide to Online Marketing All the key terms and concepts for a solid foundation. Real life case studies showcasing eMarketing in action.

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eMarketing: The Essential Guide to Online Marketing should be read and referenced by every smart marketer who is dealing with the complicated world of eMarketing." Bronwen Auret, Online Marketing Specialist, South African Tourism "The perfect starting point for anyone entering the world of online marketing.... truly impressive."

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' eMarketing: The Essential Guide to Online Marketing by Rob Stokes, a marketing guru and CEO of Quirk eMarketing, Sarah Blake, and his team of QuirkStars, consolidates 11 years of real marketing experience doing online marketing at Quirk into a full length textbook that draws on both academic theory and practical experience.

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