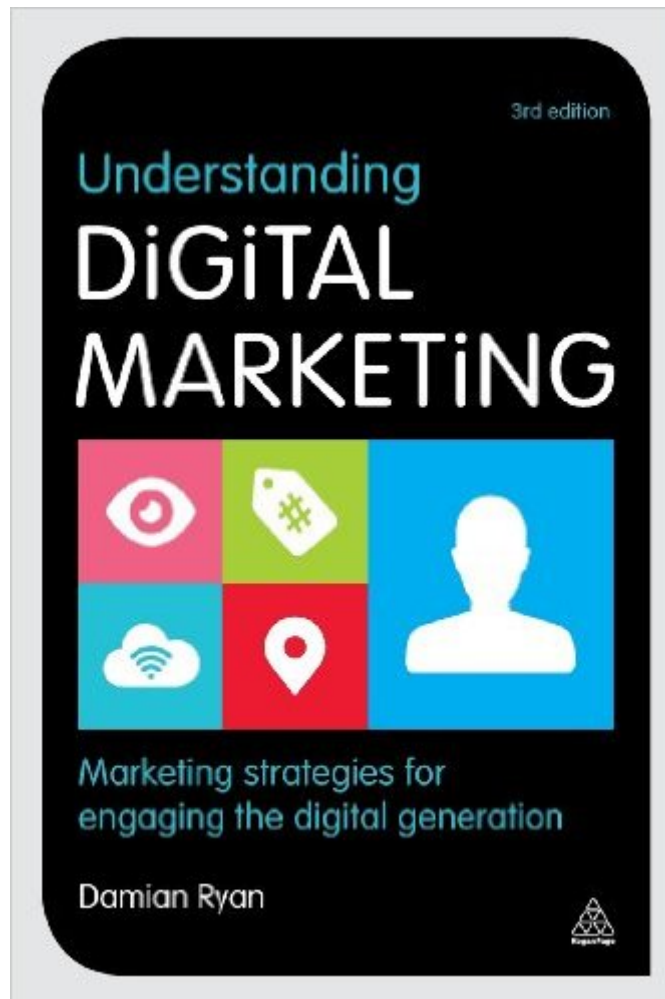


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# Understanding Digital Marketing: Marketing Strategies For Engaging The Digital Generation



## Synopsis

Forrester Research has predicted that in 2016, \$77 billion will be spent on interactive marketing. This equals the amount that is spent on television advertising today, so it is increasingly important to know how to effectively use digital marketing. *Understanding Digital Marketing* looks at the world of digital marketing: how it got started, how it got to where it is today and where the thought leaders in the industry believe it is headed in the future. This new edition demonstrates in a practical and comprehensive way, how to harness the power of digital media and use it to achieve the utmost success in business. The author deals with key topics in detail, including: search marketing, social media, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. This book will help readers to:- choose online marketing channels to get their products and services to market- understand the origins of digital marketing and the trends that are shaping its future- achieve the competitive edge to keep them ahead Including new case studies that reflect the changed marketplace, *Understanding Digital Marketing* provides readers with the tools to utilize the power of the internet to take their businesses wherever they want them to go.

## Book Information

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## Customer Reviews

This is a hefty book that can never be truly up-to-date. No book can be. The world of digital marketing is changing and being developed at a seemingly breakneck speed and the author, aided by many contributors who work within the industry, attempt to provide the reader with a great helicopter view of what has happened, what is happening and what might happen. Thirteen chapters take you on a fairly deep, involved tour of the digital marketing world, touching on matters such as

mobile marketing, consumer engagement, social media, affiliate marketing and strategy formulation. A crystal ball has also been taken into play to provide ten predictions as to what the future might offer. In some ways this book feels disjointed and lacking a common voice. It might take a bit of time to get along with if you consider it as an item you read sequentially. After a period of reflection it feels that you probably will get more out of it by dipping in and out as required, consulting a chapter at a time. Fortunately this book is very competitively-priced, adding to the general feeling that you only need to find a few nuggets of great information to get your money's worth. Sure, you could spend a lot of time online and get a lot of this stuff for free, but here is a great, curated collection of thoughts, ideas, concepts, strategies and information. A great, very detailed index at the end really lets you dive in, elevating this from just a how-to guide to a possible indispensable reference. A similarly comprehensive glossary can be a Godsend when you are suffering from jargon overload. For those who are closely involved in the industry this book won't be necessarily teaching you new things, even though you may benefit from much of the information. For a more generalist or newcomer to the industry it can be a very credible, powerful teacher. Annoyances certainly exist but they do tend to pale into insignificance when you look at the bigger picture. It is a book that you might warm to. You will either love it or just be neutral towards it, predominantly on style grounds and its "look and feel". The potential end results can justify any perceived extra effort.

Good book for getting started in digital marketing. Based in the UK but still applies to US market. Read it for my masters degree program. Books like this can so quickly go out of date based on trends, so always buy the latest edition to ensure accuracy.

Understanding Digital Marketing, by Damian Ryan 3rd edition 2014 (1st ed 2009) Kogan Page Ltd This 3rd edition offers an update to the original and remains a good general introduction to the topic, probably suitable as one among many texts for an introductory advertising/PR course. It also functions as a fairly good reference text, given the comprehensive index. Newcomers to the topic will find it educational. I'm not a newcomer and found it tedious and repetitive. On a more personal level: after reading this book, I put a sign on my desk that reads "NEVER read Introductions to Non-fiction!" Like the introduction to this book, they invariably read like an extended Executive Summary which should have been cut even to fulfill its purpose of making it unnecessary for the busy executive to actually read an entire report. For a general audience or college audience, a good introduction should NOT discuss the book's general structure or the contents of each section or chapter – a good Table of Contents will take care of that

without insulting the reader " and it should NOT describe the book's conclusion(s). The Introduction should, instead, (1) briefly state the book's subject, purpose, and why it is important, (2) briefly state how it came to be " who/what inspired it, and (3) briefly thank important contributors; and these things all together should make the reader want to read the book to discover what it holds.

A decent book that covers the basics. But some chapters are not well-compiled. Only putting together business "insiders" articles should not be considered careful or sufficient.

Very useful information. It really helped me make a digital marketing plan for both my job and personal projects.

Used this book more than any other for digital marketing class. Pretty helpful I guess.

The book is great! and in the condition mentioned.

ok

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