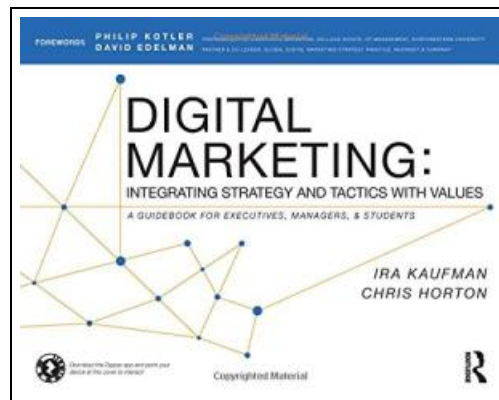


Digital Marketing: Integrating Strategy and Tactics with Values, a Guidebook for Executives, Managers and Students (Hardback)



Filesize: 4.09 MB

Reviews

It is just one of the best publication. This can be for anyone who statte that there was not a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Tara Jerde)

DIGITAL MARKETING: INTEGRATING STRATEGY AND TACTICS WITH VALUES, A GUIDEBOOK FOR EXECUTIVES, MANAGERS AND STUDENTS (HARDBACK)



To get **Digital Marketing: Integrating Strategy and Tactics with Values, a Guidebook for Executives, Managers and Students (Hardback)** PDF, make sure you follow the web link below and download the file or get access to other information which are related to DIGITAL MARKETING: INTEGRATING STRATEGY AND TACTICS WITH VALUES, A GUIDEBOOK FOR EXECUTIVES, MANAGERS AND STUDENTS (HARDBACK) ebook.

Taylor Francis Ltd, United Kingdom, 2014. Hardback. Book Condition: New. 249 x 196 mm. Language: English . Brand New Book. Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to * Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. * Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). * Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation. * Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders. This interactive guidebook provides a truly Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to activate the Discover More and Play Video icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, Digital Marketing Resource Center (Play Video icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around...

 [Read Digital Marketing: Integrating Strategy and Tactics with Values, a Guidebook for Executives, Managers and Students \(Hardback\) Online](#)

 [Download PDF Digital Marketing: Integrating Strategy and Tactics with Values, a Guidebook for Executives, Managers and Students \(Hardback\)](#)

You May Also Like



[PDF] Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Access the web link under to download and read "Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications." file.

[Save Document »](#)



[PDF] A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Access the web link under to download and read "A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)" file.

[Save Document »](#)



[PDF] Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)

Access the web link under to download and read "Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)" file.

[Save Document »](#)



[PDF] On the Go with Baby A Stress Free Guide to Getting Across Town or Around the World by Ericka Lutz 2002 Paperback

Access the web link under to download and read "On the Go with Baby A Stress Free Guide to Getting Across Town or Around the World by Ericka Lutz 2002 Paperback" file.

[Save Document »](#)



[PDF] Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback

Access the web link under to download and read "Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback" file.

[Save Document »](#)



[PDF] Anna's Fight for Hope: The Great Depression 1931 (Sisters in Time Series 20)

Access the web link under to download and read "Anna's Fight for Hope: The Great Depression 1931 (Sisters in Time Series 20)" file.

[Save Document »](#)