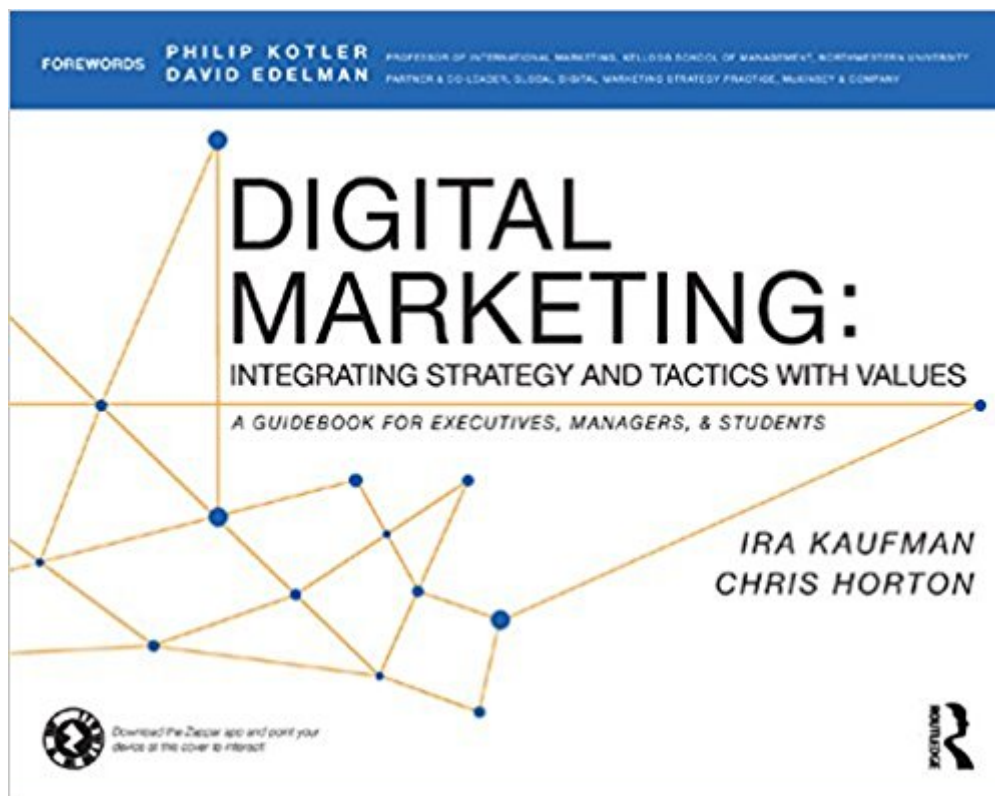


The book was found

Digital Marketing: Integrating Strategy And Tactics With Values, A Guidebook For Executives, Managers, And Students



Synopsis

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 each video. Digital Marketing is the ideal guide for aspiring leaders – executives, instructors, owners, entrepreneurs, managers, students – at all stages of digital literacy.

Book Information

File Size: 8139 KB

Print Length: 348 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 1 edition (October 17, 2014)

Publication Date: October 17, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00OM1I36G

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #188,960 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #52

in Kindle Store > Kindle eBooks > Business & Money > Industries > Retailing #83 in Kindle

Store > Kindle eBooks > Business & Money > Industries > Information Management #156

in Kindle Store > Kindle eBooks > Education & Teaching > Teacher Resources > Computers & Technology

Customer Reviews

As an undergraduate college student with a marketing minor, I can say that Digital Marketing is a response to the need for an integrated educational approach in both the business world and the academic world. The Guidebook and the paired course material seek to underscore the importance of the digital world by showcasing the lasting features of this new mode of business. The approach is not narrowly focused on the most popular media tools of the moment; instead, it emphasizes lasting integration and implementation, combining core values with digital strategies, tactics, and tools as foundational elements of a unified approach to digital marketing. Digital Marketing uses a hybrid of digitized text and newer tools like concise PowerPoints, links to websites, an augmented reality mobile app called ZAPPAR, and VuSay video commenting software and internet media tools. In this way, the book exemplifies the methods that it is teaching, providing an example of the uses of the digital world that it attempts to reveal and integrate. Because of this hybrid set-up, the book has a double impact, on the one hand effectively teaching students and businesses the important changes, values, and strategies of the digital world, and on the other clearly showing them an example of such implementation through new teaching methods. The book imitates real-world changes in its teaching style. This means that the new teaching approaches will give students a chance to engage and interact with materials, with the teachers, and with each other in a way that will prepare them for their future interaction with the digital world. In short, the book strives to create an imitation of real life on all fronts. It innovates and reinvents learning in the digitized world by using the same values to teach it.

[Download to continue reading...](#)

Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students Financial Management for Nurse Managers and Executives, 4e (Finkler, Financial Management for Nurse Managers and Executives) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Mastering Automotive Digital Marketing: A training guide for Dealer Principals, General Managers, and Digital Marketing Managers A Concise Guide to Macroeconomics, Second Edition: What Managers, Executives, and Students Need to Know Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) What They'll Never Tell You About the Music Business, Third Edition: The Complete Guide for Musicians, Songwriters, Producers, Managers, Industry Executives, Attorneys, Investors, and Accountants Winning Answers to Job Interview Questions for Aspiring Managers and Executives: Successful Skills Preparation Tips for Management Positions Coaching Salespeople into Sales Champions: A Tactical Playbook for Managers and Executives Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ... Digital Wallets, Digital Coins Book 1) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100

Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing)

[Dmca](#)