

Emarketing The Essential Guide To Marketing In A Digital World

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Based in Cape Town, South Africa, and with offices in Johannesburg and London, Rob and Quirk eMarketing team have published the acclaimed book, eMarketing: the essential guide to online marketing. The one-of-a-kind reference guide has been published under Creative Commons to promote education and for the development of the online industry.

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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/>).

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

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Review: "This book is a fantastic guide to online marketing, and the Internet in general. As a marketing practitioner, I've been finding my way own way through the online world for some time now but have always wondered if what I was doing was 'correct' and it would take me ages to find out what I needed to know through researching online articles, blogs, etc. I found this book to be fairly concise and focused. The references to other online articles that it includes are vast and can they be very absorbing. The best part about this is that it is written by someone that clearly has vast experience in the field and, unlike with some online articles, you get the feeling that what is advised is really 'best practice'. I'd recommend this book for anyone interested in digital marketing." Adam Butchart, Digital Marketing student

Blurb: We love the Internet. We love digital and the connected world that we live in. We have spent the last six months gleaning every bit of knowledge, skill and opinion from the creative minds at Quirk. The result is a textbook borne out of more than 12 years of practical experience in the world of digital. For the reader, this translates into applicable insight into marketing in an ever-changing space. This book brings you: 22 Chapters Updated content throughout All new case studies \$480 of vouchers* Used by brands, creative agencies and students across the world, Quirk's eMarketing textbook sets the standard for all things digital. "Since we published the last edition of the book, it has become increasingly obvious that the various elements of digital marketing work hand in hand, not just benefiting each other through coordination, but actually relying on each other for success." - Rob Stokes (Founder and Group CEO, Quirk) In order to reflect this change, we have restructured the book to mirror our four key agency disciplines: Think, Create, Engage and Optimise. This simplified way of thinking about the digital space makes it easier for students and professionals to benefit from the insights shared.

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hype-free, business-based and practical guide to the new age of marketing: it is a kind of digital Baedeker, which should be on every businessman's book-shelf." –Miles Young, Chairman, Ogilvy & Mather Asia Pacific "The digital frontier is now the center of our universe. As Kent Wertime and Ian Fenwick show, marketers must seize this digital opportunity to accelerate their market growth." –John A. Quelch, Senior Associate Dean and Lincoln Filene Professor of Business Administration, Harvard Business School "Too many advertisers are stuck in the primordial soup when it comes to their digital marketing strategy. However, they need to evolve fast if they are to survive in a multi-channel landscape. This timely book acts like an Origin of the Species, steering hesitant brand owners through the complexities of the digital ecosystem. An impressive blend of academic theory, professional insight and practical advice." –Paul Kemp-Robertson, Co-founder & Editorial Director, Contagious www.contagiousmagazine.com "DigiMarketing: The Essential Guide to New Marketing & Digital Media is a clear call for companies to evolve their marketing practice. This book is essential reading for anyone seeking a roadmap to the future of business." –Dipak C. Jain, Dean, Kellogg School of Management "The rise of conversational media new forms of distribution – from blogs to mobile platforms – challenge traditional approaches to marketing, and require every business to have a transition plan. Kent Wertime and Ian Fenwick have written a book that is required reading for any marketers interested in successfully making that transition." –John Battelle, CEO and Founder, Federated Media Publishing and Author, The Search "Kent Wertime and Ian Fenwick have written the definitive guide to marketing in the digital age. But DigiMarketing does more than educate marketing professionals. It describes the new media landscape brilliantly, making it an essential read for anyone who hopes to understand the most important technological revolution of the past fifty years. I wore out three yellow highlighters before realizing that every sentence and every paragraph is worth committing to memory." –Norman Pearlstine, Former Editor-in-Chief, Time Inc. and Managing Editor, The Wall Street Journal, Senior Advisor, Telecommunications & Media, The Carlyle Group

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