



## Digimarketing: The Essential Guide to New Media and Digital Marketing (Hardback)

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By Kent Wertime, Ian Fenwick

John Wiley and Sons Ltd, United Kingdom, 2008. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. We are all DigiMarketers now - or we should be. The authors have for the first time provided a lucid, 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 DigiMarketing: The Essential Guide to New Marketing Digital Media is a...



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