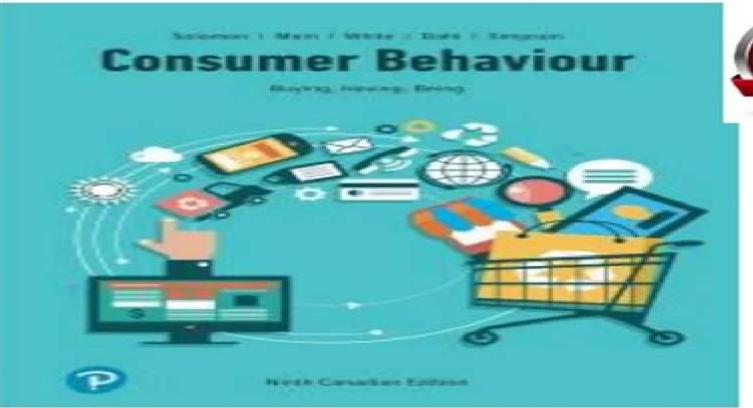
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Chapters 1 - 15





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eMarketing Raymond Frost, Alexa K. Fox, Terry Daugherty, 2022-11-15 eMarketing 9th edition equips students with the solid foundation in digital marketing required to excel in practice and think like a marketer The book connects digital marketing topics with the traditional marketing framework making it easier for students to grasp the concepts and strategies involved in developing a digital marketing plan With a strategic approach that focuses on performance metrics and monitoring it is a highly practical book The 9th edition has been fully updated to include the most cutting edge trends and topics including SEO customer experience digital media consumption analytics big data and AI and diversity and ethics Case studies and examples have been updated across the book to demonstrate marketing practice in real organizations globally Pedagogical features support the theoretical foundation throughout incorporating success stories and let s get technical boxes as well as activities at the end of each chapter to aid students in their understanding of and ability to execute successful digital marketing strategies Highly regarded and comprehensive this textbook is core reading for undergraduate students studying digital marketing and digital business Online resources include PowerPoint slides and a test bank

Successful Customer Relationship Management Programs and Technologies: Issues and Trends Eid, Riyad, 2012-03-31 This book offers case studies methodologies frameworks and architectures and generally the cutting edge in research within the field of customer relationship management Provided by publisher Forthcoming Books Rose Consumer Behavior Leon G. Schiffman, Leslie Lazar Kanuk, 1997 The Fifth Edition of Books in Print .1994 Arny,2001 this unique text uses a marketing segmentation approach to convey the essence of consumer behavior and to connect psychological sociocultural and decision making aspects of consumer behavior The authors explain in an integrated fashion what consumer behavior variables are types and importance of consumer research and problems in performing research A vivid writing style motivates student interest **Subject Guide to Books in Print** ,1993 El-Hi Textbooks & Serials **in Print, 2005** ,2005 Die Nutzung des Internets bei extensiven Kaufentscheidungen im Multi-Channel-Vertrieb Michael Hetzel, 2009 Akzeptanz standardisierter Dienstleistungsverträge Manuel Kluckert, 2012-02-02 Manuel Kluckert analysiert die fr das Angebot standardisierter Dienstleistungsvertr ge vom Anbieter zu schaffenden Voraussetzungen und verkn pft Anbieter und Nachfragerseite mit Hilfe der Neuen Institutionen konomik **Marketing Information** Jac L. Goldstucker,1982 *El-Hi Textbooks and Serials in Print, 1996* R R Bowker Publishing, Bowker, 1996-02 Books in Print **Exceptional Child Education Resources** ,1996 **Operational Risk Toward Basel III** Greg N. Supplement ,1985 Gregoriou, 2009-03-17 This book consists of chapters by contributors well known professors practitioners and consultants from large and well respected money management firms within this area offering the latest research in the OpRisk area The chapters highlight how operational risk helps firms survive and prosper by giving readers the latest cutting edge techniques in OpRisk management Topics discussed include Basel Accord II getting ready for the New Basel III Extreme Value Theory

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