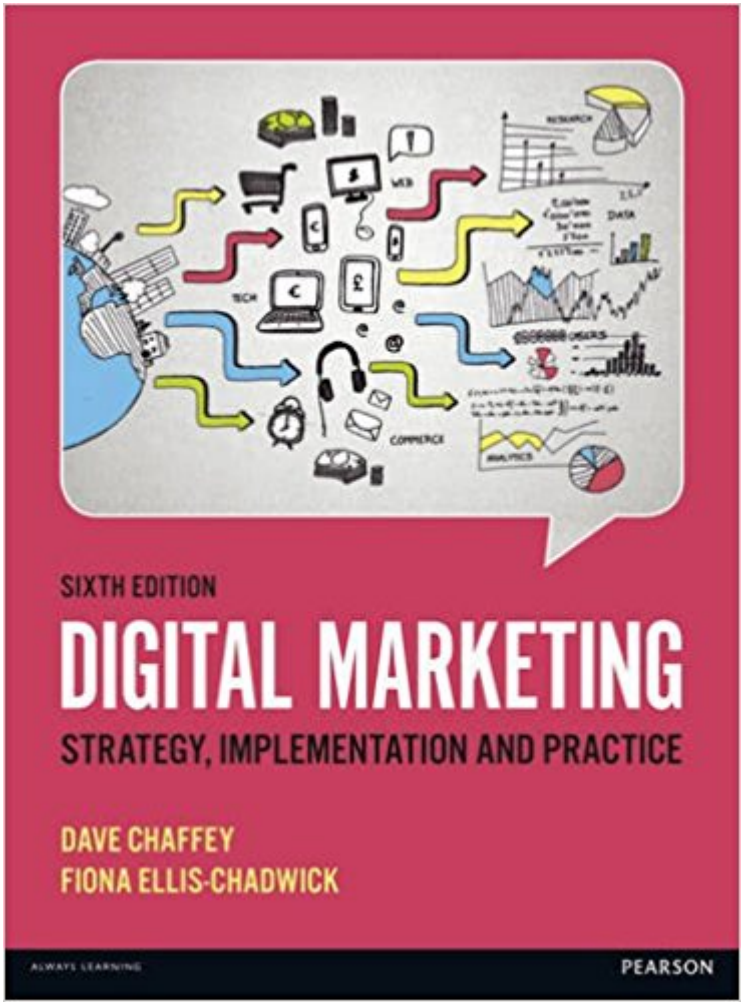
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Digital Marketing (6th Edition)



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Synopsis

’I have used this book in all its editions since first publication with my undergraduate and postgraduate students. It is a core text for all the students, because it provides the detail they require at an academic level. Importantly it is a book for the practitioner to use too. This is why we use it on our postgraduate practitioner programmes Ã¢â ¬â œ where we actually buy the book for the students as we believe it is that important. No other text comes close and literally thousands of our graduates have benefitted from it in their subsequent careers: written by the specialist for the specialist.’ David Edmundson-Bird Principal Lecturer in Digital Marketing Manchester Metropolitan University Ã Â Now in its sixth edition, Digital Marketing: Strategy, Implementation and Practice provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. Digital Marketing links marketing theory with practical business experience through case studies and interviews from cutting edge companies such as eBay and Facebook, to help students understand digital marketing in the real world. Readers will learn best practice frameworks for developing a digital marketing strategy, plus success factors for key digital marketing techniques including search marketing, conversion optimisation and digital communications using social media including Twitter and Facebook. Ã Â Dave Chaffey is a digital marketing consultant and publisher of marketing advice site SmartInsights.com. He is a visiting lecturer on marketing courses at Birmingham, Cranfield and Warwick universities and the Institute of Direct Marketing. Ã Â Fiona Ellis-Chadwick is a Senior Lecturer in Marketing at theÃ Â Loughborough University School of Business and Economics, Director of the Institute of Research Application and Consultancy atÃ Â Loughborough University, academic marketing consultant and author.Ã Â

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This book is required for an internet marketing class I am taking. I find it difficult to read. The authors are throwing so much information into each chapter that it is overwhelming and hard to absorb. I also feel that it does not follow a logical path, meaning that they reference other chapters and concepts not yet touched on almost constantly. Very often the other chapters referenced come later in the book so you haven't read them yet if you are going page/chapter order. I would not recommend this book for a student of e-marketing. Perhaps, if you already have experience in this

field, you may find it useful, but as a teaching tool I feel it falls short.

Overly dense and too mixed in terms of slightly shallow academic content and quickly outdated practical advice. It's way too long and has too much in there. Chaffey really does seem to know his stuff, but a much simpler, 'how to' version of this book that is better updated, with more directly relevant academic content would be a better book.

This book is precise and easy to read!!! Love it!!!

Awesome thanks I got my textbook on time in perfect condition.

I purchased this book for a college class. Even some of the technology and web sites were out dated the book contained a lot of good information. I plan on keeping it and adding it to my reference library.

I got this book for an marketing and ecommerce class. They are trying to cover too much ground rather than focusing on the subject.

Number one book in creating digital marketing strategy that work

Extremely expensive... I dont understand what they are trying to do... I purchased it as a text book.. not a prestigious collectible!

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