



The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement (Paperback) - Common

By (author) Calvin Jones By (author) Damian Ryan

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With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than TV advertising in the UK. This book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers.

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