

Emarketing Excellence



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As with the rest of the "Emarketing Essentials" series, the key features of "Emarketing Excellence" are that it is: Applied - Based on the CIM E-Marketing Award but giving in-depth insights that can be applied by readers to their organisation; Practical - case studies from B2C, B2B, NfP, large and small organisations as practical - UK and European emphasis; Balanced - insights based on industry research, reports and some academic work where appropriate; Also a range of viewpoints - not just the author's view, but also other leading opinion formers; Dynamic - content is bang up-to-date and with web links for every chapter showing readers where they can go to stay up-to-date; Accessible - Relevant to all marketers whether specialising in e-marketing or marketing managers or marketing assistants looking to work smarter; Successful - The first ed has sold 3,700 copies. It provides guidance on how to write, edit and publish more effective content for the online readership. It is set out in a clearly structured style to ensure the points being made are easily accessible.

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