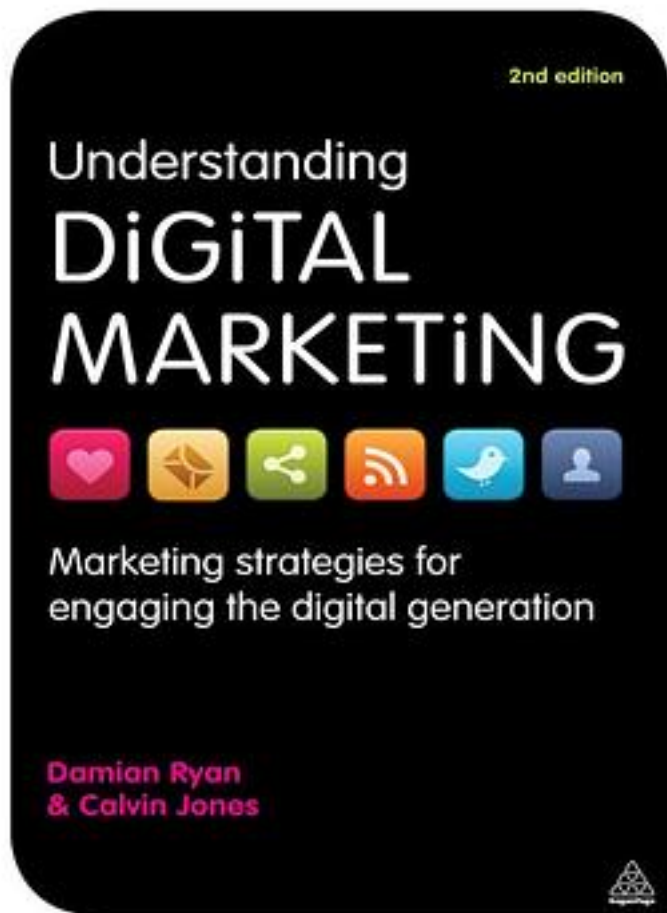# Understanding Digital Marketing

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The world of digital media is changing at a phenomenal pace. Constantly evolving technologies, and their evolving uses,are transforming how we access informationand

how we interact and communicate with one another on a global scale. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. The book shows readers, in a practical and comprehensive way, how to harness the power of digital media and use it to achieve the utmost success fortheir businesses. Itexplains how tochoose online marketing channels in order to get products and services to market.It explores in detail such areas as search marketing, affiliate marketing, e-mail marketing, creative online executions, and digital marketing strategies. Including real-world examples of digital marketing successes and expert opinions, Understanding Digital Marketing will givereaders the tools to utilize the power of the internet to take their businesses whereverthey wantthem to go.

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