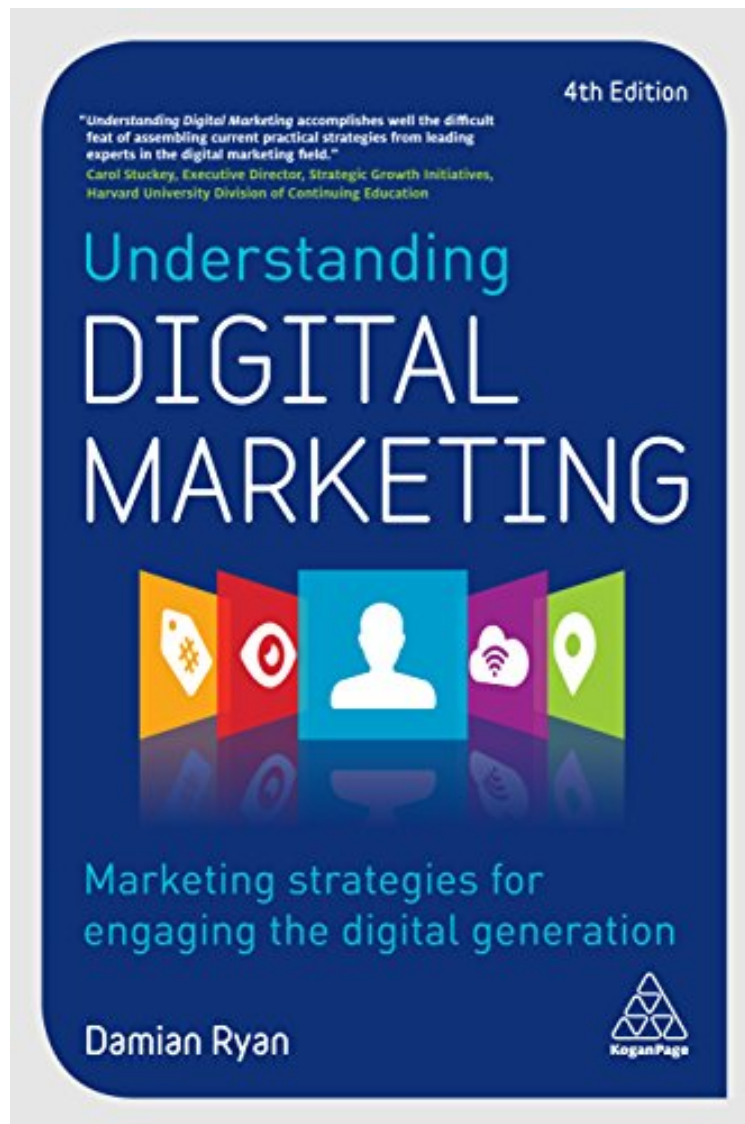


Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation

Damian Ryan

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The world of digital media is changing at a phenomenal pace. Constantly evolving technologies are transforming not just how we access our information but how we interact and communicate with one another on a global scale. Understanding Digital Marketing is a practical, no-nonsense guide to web-marketing, the rules of new media and researching the new generation of digital consumers. Clear, informative and entertaining, it covers key topics such as search marketing, social media, Google, mobile marketing, affiliate marketing, email marketing, performance marketing, customer engagement and digital marketing strategies. One of the best-selling books in the industry, this fourth edition of Understanding Digital Marketing has been thoroughly revised with more information, fresh examples and case studies, and the latest developments in the industry. Complete with in-depth insider accounts of digital marketing successes from internationally recognised brands and digital marketing campaigns, it is essential reading for both practitioners and students alike.

"Comprehensive, contextualized and current. Does a great job of balancing solid overview with specific, insightful case examples. An essential addition to any marketer's bookshelf." (Dr Agnes Nairn, Dean, Hult International Business School)"A no-nonsense, clearly written book which you can dip in and dip out of depending on your digital needs. Excellent to see that the 'human side of digital' has a clear presence throughout." (Dr Sarah Warnes SFHEA, Senior Teaching Fellow, UCL School of Management)"This is the best book I've seen on Digital Marketing. Without doubt it has been a worthwhile investment for me in my career as a marketing executive for my organisation." (reviewer (about a previous edition))"This book seeks to help the reader both understand digital marketing and develop marketing strategies that work within the digital realm. An attractive, accessible and informative guide with a great affordable price tag to match." (Darren Ingram, Founder, Editor Consultant, Darren Ingram Media)"[A] fine, accessible guide to digital marketing and appears here in its third updated edition which has been completely revamped to reflect key changes in digital marketing strategies and the digital environment."" (Midwest Book , The Business Shelf (about a previous edition))"One of the most comprehensive yet easy-to-read books on digital marketing available." (The Marketer (about a previous edition))"This is a great handbook to the world of digital marketing, a world that can seem quite overwhelming at times, especially with the speed of change. A practical guide, it makes a great case for the importance of digital marketing in any marketer's toolbox. Updated to include some of the latest challenges in digital marketing, what I like most is that it remains people-centric, to help ensure that any digital marketing activities you undertake have a fair chance of success." (Tara Beard-Knowland, Senior Director at Ipsos Connect)"Understanding Digital Marketing accomplishes well the difficult feat of assembling current practical strategies from leading experts in the digital marketing field." (Carol Stuckey, Executive Director, Strategic Growth Initiatives, Harvard University Division of Continuing Education)About the AuthorDamian Ryan is author of Understanding Digital Marketing, the bestselling academic book which is required reading by more than 100 universities and colleges including Harvard University and the Chartered Institute of Marketing. He is also author of The Best Digital Marketing Campaigns in the World and Understanding Social Media.Damian is founder and chairman of The Global Academy of Digital Marketing, a collaborative movement of digital marketers seeking knowledge, case studies, contacts and credible data to help them prosper. Damian is also a partner with Mediaventura, the UK's leading corporate finance firm for the TIME (Technology, Internet, Media and Entertainment) sector.