Digital Marketing (BUS020X654A)

Digital Marketing (BUS020X654A)



[1]

Barefoot, Darren and Szabo, Julie 2010. Friends with benefits: a social media marketing handbook (electronic resource). No Starch Press.

[2]

Barefoot, Darren and Szabo, Julie 2010. Friends with benefits: a social media marketing handbook (electronic resource). No Starch Press.

[3]

Berry, Michael J. A. et al. 2004. Data mining techniques: for marketing, sales, and customer relationship management. Wiley Pub.

[4]

Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement: http://site.ebrary.com/lib/roehampton/docDetail.action?docID=10483599.

[5]

Bligh, Philip and Turk, Douglas 2004. CRM unplugged: releasing CRM's strategic value (electronic resource). Wiley.

[6]

Breitbarth, Wayne 2011. Power formula for LinkedIn success: kick-start your business,

brand & job search. Gazelle [distributor].

[7]

Breitbarth, Wayne 2011. Power formula for LinkedIn success: kick-start your business, brand & job search. Gazelle [distributor].

[8]

Brian Solis 2010. Engage!: the complete guide for brands and businesses to build, cultivate, and measure success in the new web (electronic resource). John Wiley & Sons, Inc.

[9]

Business-to-business Internet marketing: seven proven strategies for increasing profits through internet direct marketing: 2009.

http://prism.talis.com/roehampton/items/599258?query=Business-to-business Internet marketing%3A seven proven strategies for increasing profits through internet direct marketing&resultsUri=items%3Fquery%3DBusiness-to-business%2BInternet%2Bmarketing %253A%2Bseven%2Bproven%2Bstrategies%2Bfor%2Bincreasing%2Bprofits%2Bthrough%2Binternet%2Bdirect%2Bmarketing%2B.

[10]

Business-to-business Internet marketing: seven proven strategies for increasing profits through internet direct marketing: 2009.

http://prism.talis.com/roehampton/items/599258?query=Business-to-business Internet marketing%3A seven proven strategies for increasing profits through internet direct marketing&resultsUri=items%3Fquery%3DBusiness-to-business%2BInternet%2Bmarketing%253A%2Bseven%2Bproven%2Bstrategies%2Bfor%2Bincreasing%2Bprofits%2Bthrough%2Binternet%2Bdirect%2Bmarketing%2B.

[11]

Buttle, Francis 2009. Customer relationship management: concepts and technologies (electronic resource). Butterworth-Heinemann.

[12]

Buttle, Francis 2009. Customer relationship management: concepts and technologies (electronic resource). Butterworth-Heinemann.

[13]

Carter, Brian 2011. The like economy: how businesses make money with Facebook. Que.

[14]

Carter, Brian and Levy, Justin R. 2012. Facebook marketing: leveraging Facebook's features for your marketing campaigns. Que.

[15]

Chaffey, Dave 2012. Digital Marketing: Strategy, Implementation and Practice. Pearson/Education.

[16]

Chaffey, Dave and Smith, P. R. 2013. eMarketing excellence: planning and optimizing your digital marketing (electronic resource). Routledge.

[17]

Christer Holloman 2012. The social media MBA: your competitive edge in social media strategy development & delivery (electronic resource). Wiley.

[18]

Clark, Ronald 2008. Twitter: free social networking for business: 100 success secrets to increase your profits and sales using twitter business strategies (electronic resource). Emereo].

[19]

Clark, Ronald 2008. Twitter: free social networking for business: 100 success secrets to increase your profits and sales using twitter business strategies (electronic resource).

Emereol.

[20]

Clay, Bruce and Esparza, Susan 2009. Search engine optimization all-in-one for dummies (electronic resource). Wiley Publishing, Inc.

[21]

Dave Chaffey Digital Marketing: Strategy, Implementation and Practice [Paperback]. Pearson; 5 edition (12 July 2012).

[22]

Dave Chaffey 2012. eMarketing excellence. Routledge.

[23]

Evans, Dave and ebrary, Inc 2008. Social media marketing: an hour a day. Wiley.

[24]

Gentle, Michael 2002. The CRM project management handbook: building realistic expectations and managing risk (electronic resource). Kogan Page.

[25]

Green, Lelia 2010. The Internet: an introduction to new media (electronic resource). Berg.

[26]

Holtz, Shel and Demopoulos, Ted 2006. Blogging for business: everything you need to know and why you should care (electronic resource). Kaplan Pub.

[27]

Holtz, Shel and Demopoulos, Ted 2006. Blogging for business: everything you need to know and why you should care (electronic resource). Kaplan Pub.

[28]

Krista Neher Social Media Marketing [Paperback]. South-Western College Publishing; International ed edition (19 Mar 2012).

[29]

Ledford, Jerri L. 2008. SEO: search engine optimization bible (electronic resource). John Wiley [distributor].

[30]

Mathieson, Rick 2010. The on-demand brand: 10 rules for digital marketing success in an anytime, everywhere world (electronic resource). American Management Association.

[31]

McGovern, Gerry 2010. The stranger's long neck: how to deliver what your customers really want online (electronic resource). A & C Black.

[32]

Melanie Mathos and Chad Norman 2012. 101 social media tactics for nonprofits: a field guide (electronic resource). Wiley.

[33]

Newlands, Murray 2011. Online marketing: a user's manual. John Wiley [distributor].

[34]

Peppers, Don et al. 1999. The one to one manager: real-world lessons in customer relationship management. Currency/Doubleday.

[35]

Poynter, Ray 2010. The handbook of online and social media research: tools and techniques for market researchers. Wiley.

[36]

Richardson, Neil et al. 2010. A quick start guide to social media marketing: high impact low-cost marketing that works: new tools for business. Kogan Page.

[37]

Roberts, M.L. and Zahay, D.L. 2012. Internet Marketing: integrating online and offline strategies. South-Western College Publishing; International ed of 3rd revised ed edition (10 April 2012).

[38]

Sheldrake, Philip 2011. The business of influence: reframing marketing and PR for the digital age. John Wiley.

[39]

Singh, Nitish 2011. Localization strategies for e-business. Cambridge University Press.

[40]

Singh, Nitish 2011. Localization strategies for e-business. Cambridge University Press.

[41]

Smith, P. R. and Zook, Ze 2011. Marketing communications: integrating offline and online with social media. Kogan Page.

[42]

Stephanie Agresta and Bonin B. Bough 2011. Perspectives on social media marketing: the agency perspective/the brand perspective (electronic resource). Course Technology.

[43]

Stephanie Agresta and Bonin B. Bough 2011. Perspectives on social media marketing: the agency perspective/the brand perspective (electronic resource). Course Technology.

[44]

2006. Customer loyalty, retention, and customer relationship management (electronic resource). Emerald Group Publishing.