

Digital Marketing (BUS020X654A)

Digital Marketing (BUS020X654A)

View Online



Barefoot, Darren & Szabo, Julie. (2010a). Friends with benefits: a social media marketing handbook (electronic resource) (1st ed). No Starch Press.
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1137533>

Barefoot, Darren & Szabo, Julie. (2010b). Friends with benefits: a social media marketing handbook (electronic resource) (1st ed). No Starch Press.
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1137533>

Berry, Michael J. A., Linoff, Gordon, & ebrary, Inc. (2004). Data mining techniques: for marketing, sales, and customer relationship management (2nd ed) [Electronic resource]. Wiley Pub.

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

Bligh, Philip & Turk, Douglas. (2004). CRM unplugged: releasing CRM's strategic value (electronic resource). Wiley.
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=184333>

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

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

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.
<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780470619698&uid=^u>

Buttle, Francis. (2009a). Customer relationship management: concepts and technologies (electronic resource) (2nd ed). Butterworth-Heinemann.
<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780080949611&uid=^u>

Buttle, Francis. (2009b). Customer relationship management: concepts and technologies

- (electronic resource) (2nd ed). Butterworth-Heinemann.
<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780080949611&uid=^u>
- Carter, Brian. (2011). The like economy: how businesses make money with Facebook. Que.
- Carter, Brian & Levy, Justin R. (2012). Facebook marketing: leveraging Facebook's features for your marketing campaigns (3rd ed). Que.
- Chaffey, Dave. (2012). Digital Marketing : Strategy, Implementation and Practice (5th ed). Pearson/Education.
- Chaffey, Dave & Smith, P. R. (2013). eMarketing excellence: planning and optimizing your digital marketing (electronic resource) (4th ed). Routledge.
<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780203082812&uid=^u>
- Christer Holloman. (2012). The social media MBA: your competitive edge in social media strategy development & delivery (electronic resource). Wiley.
<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781119967224&uid=^u>
- Clark, Ronald. (2008a). Twitter: free social networking for business : 100 success secrets to increase your profits and sales using twitter business strategies (electronic resource). Emereo].
- Clark, Ronald. (2008b). Twitter: free social networking for business : 100 success secrets to increase your profits and sales using twitter business strategies (electronic resource). Emereo].
- Clay, Bruce & Esparza, Susan. (2009). Search engine optimization all-in-one for dummies (electronic resource): Vol. For dummies. Wiley Publishing, Inc.
- Customer loyalty, retention, and customer relationship management (electronic resource): Vol. Journal of Consumer Marketing. (2006). Emerald Group Publishing.
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=285518>
- Dave Chaffey. (n.d.). Digital Marketing: Strategy, Implementation and Practice [Paperback] . Pearson; 5 edition (12 July 2012).
- Dave Chaffey. (2012). eMarketing excellence. Routledge.
- Evans, Dave & ebrary, Inc. (2008). Social media marketing: an hour a day: Vol. Serious skills [Electronic resource]. Wiley.
- Gentle, Michael. (2002). The CRM project management handbook: building realistic expectations and managing risk (electronic resource). Kogan Page.
- Green, Lelia. (2010). The Internet: an introduction to new media (electronic resource): Vol. Berg new media series. Berg.

<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781847887696&uid=^u>

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

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

Jones, Susan K; (2009a). Business-to-business Internet marketing: seven proven strategies for increasing profits through internet direct marketing. Gulf Breeze, FL : Maximum Press.
[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%20Internet%20marketing%253A%20seven%20proven%20strategies%20for%20increasing%20profits%20through%20internet%20direct%20marketing%2B](http://prism.talis.com/roehampton/items/599258?query=Business-to-business%20Internet%20marketing%3A%20seven%20proven%20strategies%20for%20increasing%20profits%20through%20internet%20direct%20marketing&resultsUri=items%3Fquery%3DBusiness-to-business%20Internet%20marketing%253A%20seven%20proven%20strategies%20for%20increasing%20profits%20through%20internet%20direct%20marketing%2B)

Jones, Susan K; (2009b). Business-to-business Internet marketing: seven proven strategies for increasing profits through internet direct marketing. Gulf Breeze, FL : Maximum Press.
[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%20Internet%20marketing%253A%20seven%20proven%20strategies%20for%20increasing%20profits%20through%20internet%20direct%20marketing%2B](http://prism.talis.com/roehampton/items/599258?query=Business-to-business%20Internet%20marketing%3A%20seven%20proven%20strategies%20for%20increasing%20profits%20through%20internet%20direct%20marketing&resultsUri=items%3Fquery%3DBusiness-to-business%20Internet%20marketing%253A%20seven%20proven%20strategies%20for%20increasing%20profits%20through%20internet%20direct%20marketing%2B)

Krista Neher. (n.d.). Social Media Marketing [Paperback]. South-Western College Publishing; International ed edition (19 Mar 2012).
http://www.amazon.co.uk/Social-Media-Marketing-Melissa-Barker/dp/1133589278/ref=tmm_pap_title_0

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

Mathieson, Rick. (2010). The on-demand brand: 10 rules for digital marketing success in an anytime, everywhere world (electronic resource). American Management Association.
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=515799>

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

Melanie Mathos & Chad Norman. (2012). 101 social media tactics for nonprofits: a field guide (electronic resource). Wiley.
<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781118218877&uid=^u>

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

Peppers, Don, Rogers, Martha, & ebrary, Inc. (1999). The one to one manager: real-world lessons in customer relationship management (1st ed) [Electronic resource]. Currency/Doubleday.

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

Richardson, Neil, Gosnay, Ruth, Carroll, Angela, & ebrary, Inc. (2010). A quick start guide to social media marketing: high impact low-cost marketing that works : new tools for business [Electronic resource]. Kogan Page.

Roberts, M. L., & 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).

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

Singh, Nitish. (2011a). Localization strategies for e-business. Cambridge University Press.
Singh, Nitish. (2011b). Localization strategies for e-business. Cambridge University Press.
Smith, P. R. & Zook, Ze. (2011). Marketing communications: integrating offline and online with social media (5th ed) [Electronic resource]. Kogan Page.

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

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