

Digital Marketing (BUS020X654A)

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@book{Barefoot, Darren_Szabo, Julie_2010a, address={San Francisco, CA}, edition={1st ed}, title={Friends with benefits: a social media marketing handbook (electronic resource)},
url={https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1137533}, publisher={No Starch Press}, author={Barefoot, Darren and Szabo, Julie}, year={2010} }

@book{Barefoot, Darren_Szabo, Julie_2010b, address={San Francisco, CA}, edition={1st ed}, title={Friends with benefits: a social media marketing handbook (electronic resource)},
url={https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1137533}, publisher={No Starch Press}, author={Barefoot, Darren and Szabo, Julie}, year={2010} }

@book{Berry, Michael J. A._Linoff, Gordon_ebrary, Inc_2004, address={Indianapolis, Ind}, edition={2nd ed}, title={Data mining techniques: for marketing, sales, and customer relationship management}, publisher={Wiley Pub}, author={Berry, Michael J. A. and Linoff, Gordon and ebrary, Inc}, year={2004} }

@book{Bligh, Philip_Turk, Douglas_2004, address={Hoboken, N.J.}, title={CRM unplugged: releasing CRM's strategic value (electronic resource)},
url={https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=184333}, publisher={Wiley}, author={Bligh, Philip and Turk, Douglas}, year={2004} }

@book{Breitbarth, Wayne_2011a, address={Austin, Tex}, title={Power formula for LinkedIn success: kick-start your business, brand & job search}, publisher={Gazelle [distributor]}, author={Breitbarth, Wayne}, year={2011} }

@book{Breitbarth, Wayne_2011b, address={Austin, Tex}, title={Power formula for LinkedIn success: kick-start your business, brand & job search}, publisher={Gazelle [distributor]}, author={Breitbarth, Wayne}, year={2011} }

@book{Brian Solis_2010, address={Hoboken, N.J.}, title={Engage!: the complete guide for brands and businesses to build, cultivate, and measure success in the new web (electronic resource)},
url={https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780470619698&uid=^u}, publisher={John Wiley & Sons, Inc}, author={Brian Solis}, year={2010} }

@book{Buttle, Francis_2009a, address={Oxford}, edition={2nd ed}, title={Customer

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

@book{Buttle, Francis_2009b, address={ Oxford}, edition={ 2nd ed}, title={ Customer relationship management: concepts and technologies (electronic resource)},
url={ <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780080949611&uid=^u>},
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url={ <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780203082812&uid=^u>}, publisher={ Routledge},
author={ Chaffey, Dave and Smith, P. R.}, year={ 2013} }

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url={ <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781119967224&uid=^u>}, publisher={ Wiley},
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@book{Clark, Ronald_2008a, address={ [Brisbane, Australia]}, title={ Twitter: free social networking for business : 100 success secrets to increase your profits and sales using twitter business strategies (electronic resource)}, publisher={ Emereo}}, author={ Clark, Ronald}, year={ 2008} }

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@book{Gentle, Michael_2002, address={London}, title={The CRM project management handbook: building realistic expectations and managing risk (electronic resource)}, publisher={Kogan Page}, author={Gentle, Michael}, year={2002} }

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@misc{Jones, Susan K;_2009a, title={Business-to-business Internet marketing: seven proven strategies for increasing profits through internet direct marketing}, url={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}, publisher={Gulf Breeze, FL : Maximum Press}, author={Jones, Susan K;}, year={2009} }

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@book{Stephanie Agresta_Bonin B. Bough_2011a, address={Boston, MA}, title={Perspectives on social media marketing: the agency perspective/the brand perspective (electronic resource)}, publisher={Course Technology}, author={Stephanie Agresta and Bonin B. Bough}, year={2011} }

@book{Stephanie Agresta_Bonin B. Bough_2011b, address={Boston, MA}, title={Perspectives on social media marketing: the agency perspective/the brand perspective (electronic resource)}, publisher={Course Technology}, author={Stephanie Agresta and Bonin B. Bough}, year={2011} }

@book{Customer loyalty, retention, and customer relationship management (electronic resource)_2006, address={Bradford, England}, volume={Journal of Consumer Marketing}, url={https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=285518}, publisher={Emerald Group Publishing}, year={2006} }

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