



Emarketing Excellence: Planning and Optimizing your Digital Marketing

Dave Chaffey, PR Smith

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Now in its fourth edition, the hugely successful *Emarketing Excellence* is fully updated; keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric e-marketing plans.

A practical guide to creating and executing e-marketing plans, it combines established approaches to marketing planning with the creative use of new e-models and e-tools. This new edition seamlessly integrates social media technology like Facebook check-in, social networking, tablets and mobile applications into the mix, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes brand new sections on online marketing legislation and QR codes, plus an expanded section on email marketing, the most commonly used e-marketing tool.

Offering a highly structured and accessible guide to a critical and far-reaching subject, *Emarketing Excellence 4e* provides a vital reference point for all students of business or marketing and marketers and e-marketers involved in marketing strategy and implementation and who want a thorough yet practical grounding in e-marketing.



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