



Cyfrowy Marketing: Praktyczne Zastosowanie

Indeks: 742886 Producent: Routledge Kod producenta: 9780367706593

Cena: 224.90 zł

Opis

Digital Marketing: A Practical Approach

Producent: Routledge

- **temat:** E-commerce: business aspects, Sales & marketing management, Sales & marketing management, BUSINESS & ECONOMICS / E-Commerce / Digital Marketing, BUSINESS & ECONOMICS / E-Commerce / Online Trading, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Marketing / General, Business & Economics/E-Commerce - Digital Marketing, Business & Economics/E-Commerce - Online Trading, Business & Economics/Industries - Retailing, Business & Economics/Marketing - General, AIDA, ANF: Economics, Advertising, Advertising online, B2B Buying Process, B2B Website, BUSINESS & ECONOMICS, BUSINESS & ECONOMICS / E-Commerce / Digital Marketing, BUSINESS & ECONOMICS / E-Commerce / Online Trading, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Marketing / General, Bedrijfskunde algemeen, Business, Business & Economics/E-Commerce - Digital Marketing, Business & Economics/E-Commerce - Online Trading, Business & Economics/Industries - Retailing, Business & Economics/Marketing - General, Business/Economics, Chapter's Web Page, Comparison Shopping Engines, Content Marketing, Ctr, Digital Marketing, Digital Marketing; SEO; Internet Marketing; Email Marketing; Marketing Strategy; Online Advertising; Permission Marketing; The digital environment; E-marketing; E-commerce; Programmatic marketing; Online buying behaviour; Viral marketing; Content marketing; Search engine optimization; Advertising online; Social networking; Metrics and analytics; Marketing on social media; Chapter's Web Page; SERP; Ctr; Comparison Shopping Engines; Social Listening; Social Media Marketing; Landing Page; Search Engine; SME Owner, Direct Marketing Emails, E-Commerce, E-Commerce - Digital Marketing, E-Commerce - Online Trading, E-commerce: business aspects, E-marketing, Economics, Email Marketing, Financial technology (fintech), GDPR, General, Industries - Retailing, Internet Marketing, Internet marketing., Landing Page, Marketing, Marketing - General, Marketing Strategy, Marketing on social media, Metrics and analytics, Non-Fiction, Online Advertising, Online Buyer Behaviour, Online Trading, Online buying behaviour, Online finance and investing, Online marketing, Online marketing / Social media marketing, Organization's Web Presence, Permission Marketing, Programmatic marketing, ROI, SEO, SERP, SME, SME Owner, Sales & marketing management, Sales & marketing management, Sales Funnel, Sales and marketing management, Search Engine, Search engine optimization, Site's Ux, Smart Phones, Social Listening, Social Media Marketing, Social networking, TEXT, The digital environment, Tv News Bulletin, Viral marketing, Advertising, Economics, Financial technology (fintech), Online finance and investing, Online marketing / Social media marketing, Sales and marketing management
- **wiązący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 680 grams
- **strony:** 370
- **słowo kluczowe tematu:** Digital Marketing; SEO; Internet Marketing; Email Marketing; Marketing Strategy; Online Advertising; Permission Marketing; The digital environment; E-marketing; E-commerce; Programmatic marketing; Online buying behaviour; Viral marketing; Content marketing; Search engine optimization; Advertising online; Social networking; Metrics and analytics; Marketing on social media; Chapter's Web Page; SERP; Ctr; Comparison Shopping Engines; Social Listening; Social Media Marketing; Landing Page; Search Engine; SME Owner, Digital Marketing; SEO; Internet Marketing; Email Marketing; Marketing Strategy; Online Advertising; Permission Marketing; The digital environment; E-marketing; E-commerce; Programmatic marketing; Online buying behaviour; Viral marketing; Content

marketing; Search engine optimization; Advertising online; Social networking; Metrics and analytics; Marketing on social media; Chapter's Web Page; SERP; Ctr; Comparison Shopping Engines; Social Listening; Social Media Marketing; Landing Page; Search Engine; SME Owner; Online Buyer Behaviour; Organization's Web Presence; AIDA; Site's Ux; SME; GDPR; Sales Funnel; Smart Phones; Tv News Bulletin; ROI; Direct Marketing Emails; B2B Buying Process; B2B Website

- **kod unspsc:** 55101500
- **kod podmiotu:** BUS090010, BUS090030, BUS000000, BUS043000, BUS090010, BUS090030, BUS057000, BUS043000, KJSA, KC, KFFF, UDBM, KJSG, KJMV7, KJE, KJMV7, KJMV7
- **grupa docelowa:** General/trade
- **numer części:** 9780367706593
- **waga opakowania przedmiotu:** 0.651 kilograms
- **wydanie:** 4.
- **zewnętrznie przypisany identyfikator produktu:** 0367706598, 9780367706593, 09780367706593
- **producent:** Routledge
- **autor:** Charlesworth, Alan
- **gatunek muzyczny:** Economics, Sales and marketing management, Advertising
- **Data publikacji:** 2022-11-01T00:00:01Z
- **numer wydania:** 4
- **nazwa przedmiotu:** Digital Marketing: A Practical Approach
- **data premiery:** 2022-11-01T00:00:01Z
- **data uruchomienia strony produktu:** 2022-04-27T05:37:23.239Z

Parametry

Wydanie	4
Język	angielski
Numer ISBN	9780367706593
Data publikacji	2022-11-01