



Basics Marketing 02: Online Marketing

By Brian Sheehan

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In keeping with advances in technology, and rapid consumer adoption of new media and new ideas, the possibilities for digital marketing are changing rapidly. This book will guide you through the major trends that exemplify forward thinking and which will continue to inspire great online ideas well into the future.

Topics discussed include: the digital media revolution; e-commerce and e-branding; advertising on the web; the social web; online applications and mobile marketing; and ethical approaches. International examples, case studies and practical exercises will help you master the key concepts and techniques of online marketing so that you can apply them to your own campaigns.

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Editorial Review

Review

'Brian Sheehan's excellent book will provide readers with a strong grasp of on-line marketing. Read it thoroughly and you will enjoy an understanding of the subject that will be superior to many people who currently work in advertising. It is comprehensive, engaging and highly enjoyable.'

Mike Cooper, worldwide CEO, PHD Network

'Online marketing can be a daunting subject to grasp. Yet in today's marketing world it is an absolutely essential skill to master. *Basics Marketing: Online Marketing* gets you there quickly and clearly, making this discipline incredibly accessible. It succinctly explains important concepts within the digital space that are absolute must-knows. It provides the reader with dozens of invaluable case studies, visually presented and superbly dissected. I strongly recommend this to anyone who is planning on entering a digital or general marketing career.'

Antony Young, CEO, Optimedia International US inc.

From the Author

The guiding principle of this book is a belief that every kind of marketing – offline or online, new or traditional – is about ideas. At its best, marketing is about great ideas stimulating even better ideas. My friend and former colleague, Bob Isherwood, who was worldwide creative director of the advertising agency giant Saatchi & Saatchi, liked to talk about our responsibility to create 'world-changing creative ideas'. From a marketing perspective, it is clear that the vast potential of the web, of which we are just beginning to scratch the surface, offers the best opportunities to create ideas that will change the world.

From the Back Cover

Basics Marketing: Online Marketing offers an accessible and practical introduction to what is unquestionably the most dynamic and fast-moving field in marketing today.

In keeping with advances in technology, and rapid consumer adoption of new media and new ideas, the possibilities for digital marketing are changing rapidly. Therefore, throughout this book, Brian Sheehan will guide you through the major trends that exemplify forward thinking and which will continue to inspire great online ideas well into the future.

International examples, case studies and practical exercises will help you master the key concepts and techniques of online marketing so that you can apply them to your own campaigns. Other AVA titles of interest include *Basics Marketing: Consumer Behaviour*, *The Fundamentals of Marketing*, *The Fundamentals of Creative Advertising* and *The Fundamentals of Branding*.

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Jeffrey Primo:

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