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## Digital Marketing 5th Edition

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Drayton Bird's Commonsense Direct and Digital Marketing is not only seen as the authority on direct marketing execution but is also widely appreciated for its engaging, non-nonsense style. The latest edition takes the book into

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new territory -- the field of digital marketing.

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**Marketing 7th Edition - amazon.com**

SmartBook - an adaptive digital version of the course textbook that personalizes the reading experience based on how well students are learning the content. Access to homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course. ... Grewal/Levy's M: Marketing 5th edition is available through McGraw-Hill ...  
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The newly updated edition - based on Quirk's unique Think, Create, Engage, Optimise structure and processes - includes chapters on the latest marketing trends as well as updated facts and figures and all new real-world case studies showing the application of digital best practice. Other important updates include:

The Essential Guide to Marketing in a Digital World - 5th

Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing 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 digital marketing plans.

**eMarketing : The essential guide to marketing in a digital ...**

Internet Marketing: Strategy, Implementation and Practice, Third Edition provides a comprehensive guide to how organisations can use the Internet to support their marketing activities, and covers all

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