

MMM8920 - Digital Marketing

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`@book{Chaffey_Ellis-Chadwick_Chaffey_2012, address={Harlow}, edition={Fifth edition}, title={Digital marketing: strategy, implementation and practice}, volume={Always learning}, publisher={Pearson}, author={Chaffey, Dave and Ellis-Chadwick, Fiona and Chaffey, Dave}, year={2012} }`

`@book{Chaffey_Smith_2013, address={London}, edition={4th ed}, title={eMarketing excellence: planning and optimizing your digital marketing}, publisher={Routledge}, author={Chaffey, Dave and Smith, P. R.}, year={2013} }`

`@book{Charlesworth_2018, address={Abingdon, Oxon}, edition={Third edition}, title={Digital marketing: a practical approach}, publisher={Routledge}, author={Charlesworth, Alan}, year={2018} }`

`@book{Parkin_2009, address={London}, title={Digital marketing: strategies for online success}, publisher={New Holland Publishers}, author={Parkin, Godfrey}, year={2009} }`

`@book{Ryan_2014, address={London}, edition={Third edition}, title={Understanding digital marketing: marketing strategies for engaging the digital generation}, publisher={KoganPage}, author={Ryan, Damian}, year={2014} }`