

# Digital Marketing Strategies and Models for Competitive Business

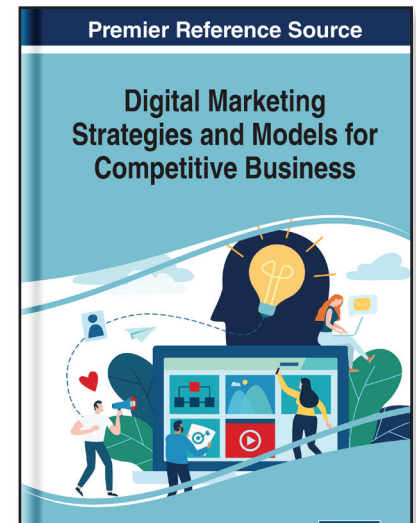
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Filipe Mota Pinto (Polytechnic Institute of Leiria, Portugal) and Teresa Guarda (Universidad Peninsula de Santa Elena (UPSE), Ecuador)

## Description:

Modern marketing practices have evolved to become a dynamic meeting point for technology practitioners and business professionals. Digital technologies have added a new paradigm to the way businesses are projected, communicated, and developed through their marketing activities, from message delivery to content production.

**Digital Marketing Strategies and Models for Competitive Business** is a collection of innovative research that seeks to connect theory with application, identifying best practices over digital marketing to business purposes. While highlighting topics including consumer analysis, search engine marketing, and marketing communications, this book is ideally designed for marketers, managers, executives, advertisers, graphic designers, researchers, practitioners, entrepreneurs, policymakers, and educators.



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## Topics Covered:

Branding  
Consumer Analysis  
Customer Behavior  
Digital Technologies  
E-Commerce

International Business  
Marketing Communications  
Networking  
Search Engine Marketing  
Social Media

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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