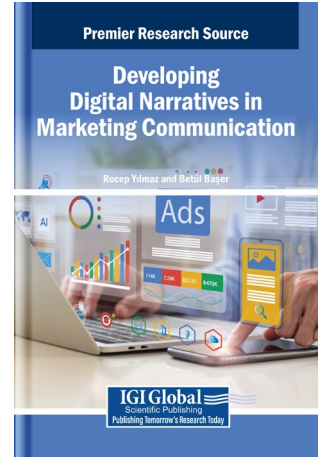


Developing Digital Narratives in Marketing Communication

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Description:

In this digital age, communication has emerged as an essential tool in marketing and has changed the way traditional advertising engages more with customers. Digital narratives enable brands to connect with their audience on a deeper level by creating compelling stories across all platforms. Using the narrative structure highlights how marketers can craft authentic and persuasive messages that resonate in an increasingly saturated digital landscape.

Developing Digital Narratives in Marketing Communication explores how digital stories have shaped the way brands market their products and communicate to their consumers. It examines the concepts that shape the narrative, the transmission processes, and the characterization of stories. Covering topics such as marketing, digital tools, and brands, this book is an excellent resource for academicians, researchers, advanced-level students, producers, authors, and school practitioners.

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