

# Multi-Platform Advertising Strategies in the Global Marketplace

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

In today's multi-platform ecosystem, marketers rely on advertisements that can be accessed across multiple digital platforms to enhance audience engagement and outreach. Advertisers are exploring the global impacts of social and mobile media as part of this integrated approach.



**Multi-Platform Advertising Strategies in the Global Marketplace** examines the international diffusion of multi-platform advertising communication practices in an increasingly globalized economy. Featuring coverage on relevant areas including cross-media, digital marketing, and consumer behavior, this extensive publication is suitable for researchers, marketers, advertisers, and business professionals interested in the global impacts of multi-platform media on the advertising industry.

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## Topics Covered:

- Advertising
- Big Data
- Consumer Behavior
- Cross-Media
- Cross-Platform Advertising
- Digital Marketing
- Multi-Platform Advertising
- Social Media
- Storytelling
- Virtual Reality

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