

Advancing the Marketing Technology (MarTech) Revolution

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

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Description:

As businesses navigate the rapidly evolving digital landscape, they face the challenge of proactively staying ahead of the curve in their marketing strategies. Consumers today are more tech-savvy than ever and demand personalized experiences, making it imperative for businesses to leverage the latest marketing strategies and technologies to capture their attention. The lack of integration between marketing and technology often hinders businesses from maximizing their marketing efforts and achieving their desired outcomes.

Advancing the Marketing Technology (MarTech) Revolution provides a comprehensive roadmap for businesses to embrace and leverage MarTech effectively. This book dives deep into the world of MarTech tools, platforms, and strategies, offering practical insights for businesses to thrive in the digital age. From automation and artificial intelligence to data analytics and personalized experiences, this book showcases how integrating marketing and technology can reshape marketing strategies and drive business growth.

Advancing the Marketing Technology (MarTech) Revolution is an invaluable resource for scholars, researchers, and students seeking to understand the intersection of marketing and technology. It dissects the latest trends and advancements in MarTech. It provides in-depth analyses, real-life case studies, and insights into the ever-evolving MarTech ecosystem. This book documents the present state of marketing technology. It fosters ongoing discussions and future research, making it a must-read for anyone interested in the future of marketing.



ISBN: 9798369343616

Pages: 300

Copyright: 2025

Release Date: July, 2024

Hardcover: \$315.00

E-Book: \$315.00

**Hardcover +
E-Book:** \$380.00

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- Email Marketing Technology
- Influencer Marketing Technology
- Marketing Automation Technology
- Mobile Marketing Technology
- Search Engine Optimization (SEO) Technology
- Social Media Marketing Technology
- The Future of MarTech
- Transforming Marketing with MarTech
- Video Marketing Technology

Subject: Business & Management

Classification: Edited Reference

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