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The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields. The fifth edition includes comprehensive coverage of all recent developments in digital marketing, including analysis of the seemingly relentless rise of Facebook, Twitter and other forms of social media.

Principles of Direct, Database and Digital Marketing, 5th ...

Under each section, there are a list of closely related subtopics covered. It is comprehensive in the way that covers many basic concepts/terminologies that students need to know before they start to do digital marketing. In the 5th edition, a comprehensive glossary and index section are provided in section VIII and IX. Content Accuracy rating: 4

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Chaffey: Digital Marketing p5, 5th Edition - Pearson

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