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and build their own multichannel ecosystems centered around digital channels and supported by traditional media. Multichannel Marketing Ecosystems examines a fundamental game changer for the

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With separate chapters on the remaking of marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multi-channel world and predictive marketing, Multi-Channel Marketing Ecosystems shows

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how marketers and brand managers can react positively to changes in consumer behaviour, building customer responses and loyalty via the full spectrum of digital media.

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marketing and branding campaign. Multi-Channel Marketing Ecosystems examines a fundamental game changer for the entire marketing industry - the seismic shift from a single TV-centric path to a multi-channel interactive ecosystem which puts digital technology at the heart of

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every campaign. With separate chapters on the remaking

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Ecosystems shows how companies can convert interactions into solid commercial results, both online and offline. Key features at a glance.

Features contributions from Intuit, Enveritas Group, Tribal Fusion, VCCP Media, Blue Leaf and SapientNitro - marketing-leading companies from

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Marketing Ecosystems...

With the emergence of the truly interactive consumer, marketers need to scrap the traditional TV-centric strategies and build their own multichannel ecosystems centered around digital channels and supported by traditional

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media. Multichannel Marketing Ecosystems examines a fundamental game changer for the entire marketing industry the seismic shift from a single TV-centric path to an interactive multichannel ecosystem that puts digital technology at the core of marketing strategy.

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is a collection of articles written by 35 individual contributors from around the world, edited by Markus Stahlberg and Ville Maila. Markus is the CEO of Phenomena Group Ltd, and Ville is the Planning Director. Phenomena group was the first shopper marketing company to be

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Multichannel Marketing Ecosystems examines a fundamental game changer for the entire marketing industry – the seismic shift from a single TV-centric path to an interactive multichannel ecosystem

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that puts digital technology at the core of marketing strategy. With separate chapters on the remaking of marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multichannel world and predictive marketing, this book shows how

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customer responses and loyalty via the full spectrum of digital media

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A thoughtful and actionable book about the shift from a single TV-centric path to a multichannel interactive ecosystem which puts digital technology at the heart of every brand and every marketing campaign. 32 chapters, well written by some of the leading practitioners

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The Nexus Award for Best CX
Ecosystem honors an organization

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that architects a connected CX ecosystem with a CRM, third-party cloud apps, or API integration.

What 's clear from this year 's entrants is this: Connected customer experiences are at the heart of these digital transformations.

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With dramatic changes in consumer behaviour - from online shopping to the influence of social media - marketers are finding it harder than ever to coordinate, prioritize and integrate the latest interactive

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channels into their overall brand-building strategy. Despite hard evidence showing the importance of digital marketing, the emphasis often remains on traditional media, with the most common social media channels being used without centralized coordination or

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Integration with a wider marketing and branding campaign. Multi-Channel Marketing Ecosystems examines a fundamental game changer for the entire marketing industry - the seismic shift from a single TV-centric path to a multi-channel interactive ecosystem which

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puts digital technology at the heart of every campaign. With separate chapters on the remaking of marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multi-channel world and predictive marketing, Multi-Channel Marketing

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Ecosystems shows how marketers and brand managers can react positively to changes in consumer behaviour, building customer responses and loyalty via the full spectrum of digital media.

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Ecosystems examines a fundamental game changer for the entire marketing industry - the seismic shift from a single TV centric path to a multi channel interactive ecosystem which puts digital technology at the heart of every campaign. With separate chapters on the remaking of

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marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multi-channel world and predictive marketing, this book shows how marketers and brand managers can react positively to changes in consumer behavior, building

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customer responses and loyalty via the full spectrum of digital media. This book features 32 contributors from leading marketing companies across the globe such as, the California-based accounting software company Intuit, South Carolina-based Content Marketing company

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Enveritas Group, California-based advertising company Tribal Fusion, and SapientNitro, an international marketing and advertising company"--

Boost profits, margins, and customer loyalty with more effective CRM

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strategy Managing Customer
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central to long-term strategy, and
provides essential guidance toward
optimizing that relationship for the
long haul. By gaining a deep
understanding of this critical

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dynamic, you'll become better able to build and manage the customer base that drives revenue and generates higher margins. A practical framework for implementing the IDIC model merges theory, case studies, and strategic analysis to provide a ready blueprint for execution, and in-

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depth discussion of communication, metrics, analytics, and more allows you to optimize the relationship on both sides of the table. This new third edition includes updated examples, case studies, and references, alongside insightful contributions from global industry leaders to give

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you a well-rounded, broadly-applicable knowledge base and a more effective CRM strategy. Ancillary materials include a sample syllabus, PowerPoints, chapter questions, and a test bank, facilitating use in any classroom or training session. The increased reliance on customer

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Market effectively to the millennial mindset Millennials make up the

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largest and most valuable market of consumers in the United States —but until you understand how to successfully market to them, you may as well kiss their colossal spending power away! Packed with powerful data, research, and case studies across a variety of industries,

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Dummies gives you a fail-proof road
map for winning over this coveted
crowd. Millennials are projected to
have \$200 billion buying power by
2017, and \$10 trillion over their
lifetimes — and yet industries across
the board are struggling to garner

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their attention. Revealing what makes this darling demographic tick, this hands-on guide shows you how to adapt to new media, understand the 'sharing economy,' and build meaningful relationships that will keep your brand, product, or service at the forefront of the millennial

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mind. Identify key millennial characteristics and behaviors Grasp and adapt to millennial economic realities Reach your target audience with integrated strategies Build deep, lasting connections with millennials Get ready to crack the code —millennials are a mystery no more!

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The basic production of the digital economy is knowledge. As it becomes more important, traditional factors like labor and capital become less so. As technological innovation changes the nature of employment, the conversion of labor to consumption

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becomes increasingly difficult. E-commerce is the most important driving force of the digital economy. Using technology and information networks effectively allows brands or companies to effect rapid changes in competitive markets. The emergence of neo-consumers calls for a higher

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Order of information exchange and interaction. Companies must reassess their complete business processes in a holistic way to ensure market prominence in an economy driven by social networks and communication. This book deals with the new concepts determining the future path

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of the digital economy and aims at providing a new perspective to the field.

Digital technology in the form of big data and data analytics is transforming the global economy. This book is the first to take an open

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innovation perspective to the study and practice of ecosystems, providing a novel way of understanding the impact data has on the way entrepreneurial firms develop.

Digital Rebirth transcends digital transformation. It involves a

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revolutionary reinventing of the purpose, nature and processes of a company, with accompanying digital business and technological platforms. This book presents a clear framework for practical digital rebirth of companies, contrasting it to prevalent "digital transformation"

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approaches. Aimed at large and medium-sized companies, as well as their subcontractors and service providers, but also at budding entrepreneurs, it should be read and used by company boards, executives, managers, startup leaders and business consultants.. - In every

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Section of the book you will find proven concepts of Digital Rebirth, digital reinvention, collaborative digital practices, combinatorial technologies, digital platforms, digital ecosystems and pointers how to move from obsolete mindsets and left-over baggage to reinvented

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Digitalizing minds and processes. -
It shows clearly how some major
companies have digitally rebirthed
themselves - or are in the process of it
- to be or to become a leading player
in the digital economy. - Company
(and industry) illustrations are
accompanied by descriptions of

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Digital Rebirth Approaches,
methodologies and practical tools. -
The book's content is ideal for use in
company workshops and executive
sessions, as well as business
leadership mindset sessions, and has
been validated in such activities by
the authors, including boards of

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highly renowned companies on all continents. - At the end of the book, the unique approach of Digital Rebirth is condensed into a framework of five digital drivers, to assist in the right activities for purposeful and successful company rebirth. The concept of Digital Rebirth

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shows clearly that, in the light of recent developments like Internet of Things, Artificial Intelligence, Industry 4.0 and Cloud-based Services, well-established traditional industry and competitive models are not any longer satisfactory to understanding and dealing with digital realities.

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Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-

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models Integrate online and offline
communications Implement
customer-driven digital marketing
Reduce costly trial and error Measure
and enhance your digital marketing
Learn best practices for reaching and
engaging your audiences using the

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can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing

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Excellence, Fifth Edition, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

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