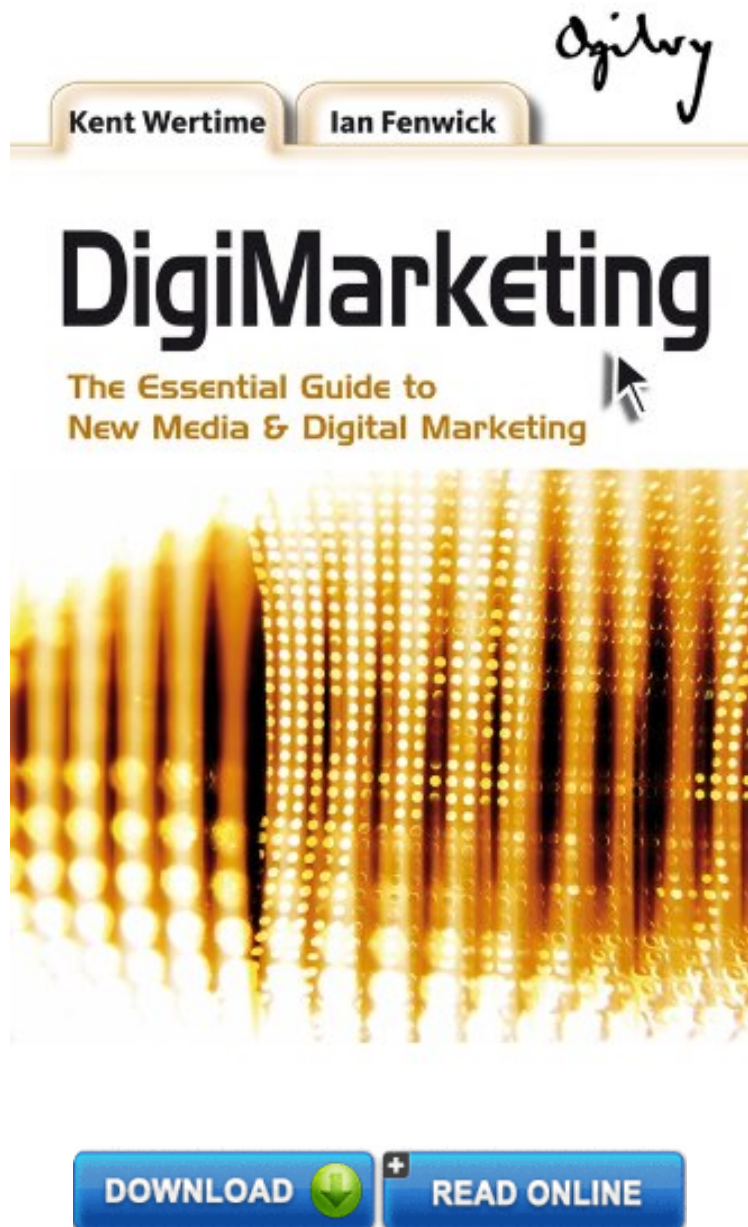


(Free and download) DigiMarketing: The Essential Guide to New Media and Digital Marketing

DigiMarketing: The Essential Guide to New Media and Digital Marketing

Kent Wertime, Ian Fenwick
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"We are all DigiMarketers now - or we should be. The authors have for the first time provided a lucid, hype-free, business-based and practical guide to the new age of marketing: it is a kind of digital Baedeker, which should be on every businessman's book-shelf." —Miles Young, Chairman, Ogilvy Mather Asia Pacific "The digital frontier is now the center of our universe. As Kent Wertime and Ian Fenwick show, marketers must seize this digital opportunity to accelerate their market growth." —John A. Quelch, Senior Associate Dean and Lincoln Filene Professor of Business Administration, Harvard Business School "Too many advertisers are stuck in the primordial soup when it comes to their digital marketing strategy. However, they need to evolve fast if they are to survive in a multi-channel landscape. This timely book acts like an Origin of the Species, steering hesitant brand owners through the complexities of the digital ecosystem. An impressive blend of academic theory, professional insight and practical advice." —Paul Kemp-Robertson, Co-founder Editorial Director, Contagious www.contagiousmagazine.com "DigiMarketing: The Essential Guide to New Marketing Digital Media is a clear call for companies to evolve their marketing practice. This book is essential reading for anyone seeking a roadmap to the future of business." —Dipak C. Jain, Dean, Kellogg School of Management "The rise of conversational media new forms of distribution - from blogs to mobile platforms - challenge traditional approaches to marketing, and require every business to have a transition plan. Kent Wertime and Ian Fenwick have written a book that is required reading for any marketers interested in successfully making that transition." —John Battelle, CEO and Founder, Federated Media Publishing and Author, The Search "Kent Wertime and Ian Fenwick have written the definitive guide to marketing in the digital age. But DigiMarketing does more than educate marketing professionals. It describes the new media landscape brilliantly, making it an essential read for anyone who hopes to understand the most important technological revolution of the past fifty years. I wore out three yellow highlighters before realizing that every sentence and every paragraph is worth committing to memory." —Norman Pearlstine, Former Editor-in-Chief, Time Inc. and Managing Editor, The Wall Street Journal, Senior Advisor, Telecommunications Media, The Carlyle Group

From the Inside Flap Developments in media and digital technology have spawned a new era in marketing. Today, companies of all sizes need to consider new, digital ways to reach and interact with consumers. As a result, user-generated content, social networking and other forms of digital marketing such as search, blogging, and behavioral targeting are must-know topics. DigiMarketing: The Essential Guide to New Marketing Digital Media provides readers with a comprehensive overview of the major digital channels being used. This includes explanations of the key trends in mobile marketing, blogging, games, digital media, digital point-of-sale, Web 2.0, and consumer created content. Peppared with best practice examples of how leading marketers are currently using these channels for effective marketing, this comprehensive guide also offers the 12 Tenets of DigiMarketing which serve as useful guideposts for the dos and don'ts of digital marketing. DigiMarketing also includes a thorough digital marketing planning framework designed to help readers as they consider their own digital marketing plans. DigiMarketing answers a number of important questions: What are the most important new media trends you should know? How can companies respond to the changes in new media? How can you utilize digital channels to create greater consumer involvement, experience, and participation — the 21st century metrics for brand building? How can you determine which digital channels to use, and how can you measure your digital marketing? What mistakes should you avoid if you wish to be successful with your digital marketing? Read DigiMarketing to accelerate your understanding about the key digital trends today. It is for anyone who wants to better understand the rapidly evolving world of new media and digital marketing.
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comes to their digital marketing strategy. However, they need to evolve fast if they are to survive in a multi-channel landscape. This timely book acts like an Origin of the Species, steering hesitant brand owners through the complexities of the digital ecosystem. An impressive blend of academic theory, professional insight and practical advice.

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About the Author

Kent Wertime is an experienced advertising and communications executive. Kent started his career in New York, where he worked for international advertising agencies DMBB and BBDO. He has spent the past 17 years living and working in Asia. During that time, he has held executive positions in Hong Kong, Bangkok, and Singapore. This has included roles as CEO of Ogilvy Interactive Asia and his current position as President of OgilvyOne Asia. Kent has written for numerous publications including The Asian Wall Street Journal, Media, Asiaweek, China Daily, and Brand News. His first book, Building Brands and Believers, was published in 2002 by John Wiley Sons.

Ian Fenwick is an experienced management educator and marketing consultant, having worked in Europe, North America and Asia. After several years as Director of Canada's top-ranked MBA Program at the Schulich School of Business, Ian has been based in Bangkok for the past eight years. He is currently Advisor and Senior Head of Administrative Programs at Sasin Graduate Institute of Business Administration, a business school founded in collaboration with Wharton and Kellogg.

Ian Fenwick has published widely in scholarly and not-so-scholarly journals including the Journal of Marketing Research, Journal of Advertising Research, Public Opinion Quarterly and The American Statistician.