

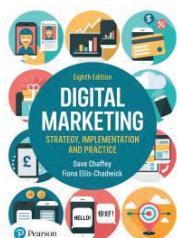


## RESOURCES ON DIGITAL MARKETING

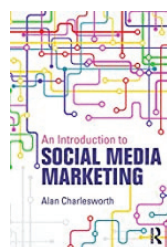
### Related Terms:

- Internet marketing.
- Online social networks--Economic aspects.
- Social media--Economic aspects

### E-BOOKS (2014-2022)



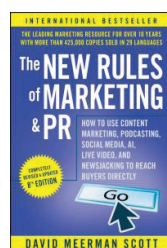
1. Chaffey, Dave. (2022). Chaffey : Digital Marketing . 8<sup>th</sup> Edition. Harlow, England : Pearson. E-BOOK/PROQUEST



2. Charlesworth, Alan. (2015). An Introduction to Social Media Marketing. London [England]: Routledge. EBOOK/EBSCOHOST



3. Ryan, Damian. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Global Ed.: Third Edition. London: Kogan Page. EBOOK/EBSCOHOST



4. Scott, David Meerman. (2022). The New Rules of Marketing and PR : How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly. 8<sup>th</sup> Edition. Hoboken, NJ : Wiley. E-BOOK/PROQUEST

### BOOKS (2017-2019)

1. Batat, Wided. (2019). Digital Luxury: Transforming Brands and Consumer Experiences. Thousand Oaks, CA: SAGE. HF 5415.1255 B31
2. Beute, Ethan, Stephen Pacinelli. (2019). Rehumanize Your Business: How Personal Videos Accelerate Sales and Improve Customer Experience. Hoboken, New Jersey: John Wiley & Sons, Inc. HF 5415.1265 B483
3. Core Concepts in Business and Management: Digital Marketing. (2019). New York: 3G E-Learning. HF 5415.1265 C674
4. Dahl, Stephan. (2018). Social Media Marketing: Theories & Applications. Second Edition. London; Los Angeles: SAGE Publications. HF 5415.1265 D34 2018
5. Hanlon, Annmarie. (2019). Digital Marketing: Strategic Planning & Integration. London: SAGE Publications Ltd. HF 5415.1265 H3577

6. Heinze, Aleksej, Gordon Fletcher, Tahir Rashid and Ana Cruz, Editors. **(2017)**. Digital and Social Media Marketing: A Results-Driven Approach. London; New York: Routledge, Taylor & Francis Group. HF 5415.1265 D53
7. Hemann, Chuck, Ken Burbary; [foreword by Jeremiah Owyang]. **(2018)**. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World. [New York]: Pearson Education, 5415.1265 1265 H46 2018
8. Hua, Hongbing. **(2019)**. Mobile Marketing Management: Case Studies from Successful Practices. New York, NY: Routledge, Taylor & Francis Group. HF 5415.1265 H83
9. Kotler, Philip, Hermawan Kartajaya, Den Huan Hooi. **(2019)**. Asian Competitors: Marketing for Competitiveness in the Age of Digital Consumers. New Jersey: World Scientific. HF 5415.12 A8K68 2019
10. Miles, Jason. **(2019)**. Instagram Power: Build Your Brand and Reach More Customers With Visual Influence. Second Edition. New York: McGraw-Hill. HF 5415.1265 M537 2019
11. Mowat, Jon. **(2018)**. Video Marketing Strategy: Harness the Power of Online Video to Drive Brand Growth. London; New York: Kogan Page. HF 5415.1265 M69
12. Paul, Kenneth. **(2019)**. Internet Marketing. Jaipur, India: Horizon Press. HF 5415.1265 P39
13. Rishi, Bikramjit, Subir Bandyopadhyay. **(2018)**. Contemporary Issues in Social Media Marketing. New York: Routledge. HF 5415.1265 R57
14. Rowles, Daniel, Author. **(2018)**. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement. Ed.: 2<sup>nd</sup> Edition. New York: Kogan Page. HF 5415.1265 R68 2018
15. Woessner, Stephen. **(2018)**. Profitable Podcasting: Grow Your Business, Expand Your Platform, and Build a Nation of True Fans. New York: AMACOM/American Management Association. HF 5415.1265 W64
16. Wrigley, Cara, Author. **(2019)**. Affected: Emotionally Engaging Customers in the Digital Age. Australia: Wiley. HF 5415.5 W75