

1. Record Nr.	UNINA9910822642003321
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Titolo	Digital engagement : internet marketing that captures customers and builds intense brand loyalty // Leland Harden and Bob Heyman
Pubbl/distr/stampa	New York, : American Management Association, c2009
ISBN	1-282-09121-2 9786612091216 0-8144-1079-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (257 p.)
Altri autori (Persone)	HeymanBob <1948->
Disciplina	658.8/72
Soggetti	Internet marketing Brand loyalty
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Foreword; Acknowledgments; PART I: FUNDAMENTALS OF SUCCESS FOR DIGITAL ENGAGEMENT; PART II: ATTRACTING CUSTOMERS; Where Do You Go from Here?; Digital Engagement Scorecard; A Web Marketing Glossary; Index
Sommario/riassunto	In an age of overwhelming Internet competition and rampant takeovers, marketers face the very real challenge of understanding how to engage customers online. Leland Harden and Bob Heyman, online marketing pioneers and authors of the popular book Net Results, team up again to teach marketers how to use search engine optimization, affiliate marketing, and all of the Web 2.0 tools they need to compete in the digital marketplace. Filled with up-to-date information on the best venues for online marketing, as well as explanations of social networking, virtual worlds, widgets, wikis, and emerging med