1. Record Nr. UNISALENTO991001097429707536

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|---|---|
| Autore | Ogborn, Jon |
| Titolo | Molecules and motion / Jon Ogborn |
| Pubbl/distr/stampa | Harmondsworth : Longmans/Penguin Books, 1973 |
| Descrizione fisica | 61 p. : ill. ; 18 cm. |
| Classificazione | 53(075)<br>53.6.1 |
| Soggetti | Molecules |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |

2. Record Nr. UNISALENTO991003764729707536

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|---|---|
| Autore | O'Hear, Anthony |
| Titolo | Philosophy at the new millennium / edited by Anthony O'Hear |
| Pubbl/distr/stampa | Cambridge : Cambridge Univesity press, 2001 |
| ISBN | 0521005086 |
| Descrizione fisica | VII, 244 p. ; 23 cm |
| Collana | Royal institute of philosophy supplement ; 48 |
| Disciplina | 100 |
| Soggetti | Filosofia |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |

3. Record Nr. UNINA9910136781503321

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|---|---|
| Autore | Dodson Ian |
| Titolo | The art of digital marketing : the definitive guide to creating strategic, targeted, and measurable online campaigns / / Ian Dodson |
| Pubbl/distr/stampa | Hoboken, New Jersey : , : Wiley, , 2016<br>©2016 |
| ISBN | 1-119-26571-1 |
| Descrizione fisica | 1 online resource (viii, 385 p.) : $b ill |
| Collana | THEi Wiley ebooks |
| Classificazione | BUS043000 |
| Disciplina | 658.8/72 |
| Soggetti | Màrqueting per Internet<br>Planificació estratègica<br>Internet marketing<br>Strategic planning<br>Llibres electrònics |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Preface -- 1. An introduction to digital marketing -- 2. Search engine optimization -- 3. Pay per click -- 4. Digital display advertising -- 5. Email marketing -- 6. Social media marketing (part 1) -- 7. Social media marketing (part 2) -- 8. Mobile marketing -- 9. Analytics -- 10. Strategy and planning -- Conclusion. |
| Sommario/riassunto | The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing 'code', and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The evolution of |

digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns.