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Understanding Digital Marketing - DAMIAN RYAN & CALVIN JONES

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Ryan has written eight books published by Kogan Page, including the bestselling Understanding Digital Marketing. He was awarded The Golden Spider Award for Outstanding Contribution to the Digital Sector in 2019, further cementing his influence as a global commentator on all things digital.

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To simplify this phenomenon for those new to digital media, Damian Ryan authored the book Understanding Digital Marketing. Damian Ryan's goal is to dissect the world of digital marketing in terms of how it got started, how it got to where it is, and where it is heading.

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Understanding Digital Marketing: Marketing Strategies for ...

Damian Ryan is a digital media and marketing expert who has been working at the forefront of the media industry for 27 years. He established the first digital agency in the United Kingdom and Ireland in 1997 before moving into corporate finance as a digital media specialist.

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Ryan, Damian. Understanding digital marketing / Damian Ryan. – Third edition. pages cm ISBN 978-0-7494-7102-6 (paperback) – ISBN 978-0-7494-7103-3 (ebook) 1. Internet marketing. 2. Social media. 3. Strategic planning. 4. Marketing–Management. I. Title. HF5415.1265.R93 2014 658.8'72-dc23 2014013409 Typeset by Graphicraft Limited, Hong Kong

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Damian Ryan is founder and chairman of The Global Academy of Digital Marketing, a collaborative movement comprised of digital marketers seeking knowledge, case studies, contacts and credible data to help them prosper. He is also a partner with Mediaventura, the UK's leading corporate finance firm for the TIME (Technology, Internet, Media and Entertainment) sector.

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the digital generation Damian Ryan A KoganPage . CONTENTS Preface x About the author xvii ... Understanding the digital consumer 26 The four Ps of marketing and the 10 Ps of digital marketing 31 Eyes on the prize 32 Bringing it all together 34 Case study: Kwik Fit 34

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**Damian Ryan - Media and Tech Expert - BDO UK LLP |
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Damian Ryan is a pioneer of digital. Based in London, UK, he started out as a media innovator with over 50 magazines under his belt and became one of the first individuals globally to start placing banner ads on websites back in the early 90s.

Damian Ryan - About the Author - Kogan Page

<p>The world of digital media is constantly changing, as technologies continue to transform the way we interact and communicate on a global scale. In this climate, <i>Understanding Digital Marketing</i> provides a practical, no-nonsense guide to digital marketing, from strategy and digital transformation to best-practice basics and trends. Clear, informative and packed with case studies ...

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