

# Digital Promotion (1617)

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30 items

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## Essential reading (19 items)

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**Digital marketing: strategy, implementation and practice**, by Chaffey, Dave;  
Ellis-Chadwick, Fiona; Chaffey, Dave, 2012

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**Digital marketing: strategy, implementation and practice**, by Dave Chaffey; Fiona  
Ellis-Chadwick, 2012

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**Digital marketing excellence: planning, optimizing and integrating online marketing**, by  
Dave Chaffey; P. R. Smith; P. R. Smith, 2017

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**The facebook era: tapping online social networks to market, sell, and innovate**, by Shih,  
Clara Chung-wai, c2011

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**Fashion marketing communications**, by Lea-Greenwood, Gaynor, 2013

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**Fashion retailing: a multi-channel approach**, by Ellen Diamond; Jay Diamond; Sheri Litt,  
2015

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**The fundamentals of digital fashion marketing**, by Clare Harris, 2017

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**Mobile marketing: the message revolution**, by Haig, Matt, 2002

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**The mobile marketing revolution: how your brand can have a one-to-one conversation with  
everyone**, by Alpert, Jed; Fishbach, Stephen, c2012

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**Multi-channel retailing**, by Poloian, Lynda Gamans, c2009

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**The new rules of marketing & PR: how to use social media, online video, mobile  
applications, blogs, news releases, & viral marketing to reach buyers directly**, by Scott,  
David Meerman, 2013

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**The new rules of marketing & PR: how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly**, by Scott, David Meerman, 2015

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**The social media bible: tactics, tools & strategies for business success**, by Lon Safko, c2012

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**Social media marketing: an hour a day**, by Evans, Dave, 2012

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**Social media metrics secrets: do what you never thought possible with social media metrics**, by Lovett, John N., c2011

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**Social media ROI: managing and measuring social media efforts in your organization**, by Blanchard, Olivier, c2011

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**Understanding digital marketing: marketing strategies for engaging the digital generation**, by Damian Ryan, 2016

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**Journal of consumer marketing**

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**Journal of fashion marketing & management**

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## Further reading (11 items)

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**Blog, podcast, Google, sell: the complete guide to making online profit**, by Norris, Cresta, c2011

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**Facebook marketing: an hour a day**, by Chris Treadaway; Mari Smith, 2012

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**The mood of information: a critique of online behavioural advertising**, by Andrew McStay, 2011

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**The never-ending digital journey: creating new consumer experiences through technology**, by Andres Angelani; Guibert Englebienne; Marti

n Migoya, 2016

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**Retail marketing and branding: a definitive guide to maximizing ROI**, by Perrey, Jesko; Spillecke, Dennis, 2013

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**Socialnomics: how social media transforms the way we live and do business**, by Qualman, Erik, 2013

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**Social TV: how marketers can reach and engage audiences by connecting television to the web, social media, and mobile**, by Proulx, Mike; Shepatin, Stacey, 2012

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**Twitter power 3.0: how to dominate your market one tweet at a time**, by Joel Comm; Dave Taylor; Joel Comm, 2015

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**Fashion theory: the journal of dress, body and culture**

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**The Journal of consumer research**

[Journal](#) | Further reading | ELECTRONIC

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[Webpage](#) | Further reading | ELECTRONIC

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