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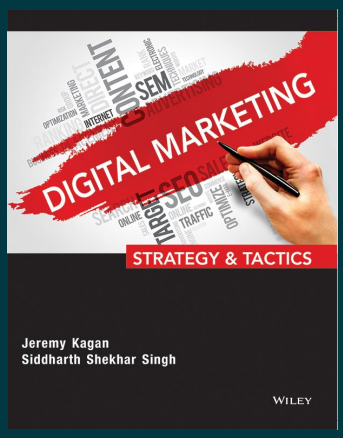

Digital Marketing: Strategy & Tactics

By Jeremy Kagan, Siddharth Shekhar Singh

Paperback 9789390395491 **₹899.00**

Pages: 324

Description

Designed to be used as a backbone text for a foundational digital marketing class, this book is enriched with extensive case studies, examples, tools, resources, and certification exams available online to supplement and support the lessons from the text. This book approaches digital marketing in two ways: from the point of view of the strategic thinker and that of a tactical perspective. Digital professors will find this an essential reference for their work.

About the Author

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Jeremy Kagan is the Managing Director of the Eugene Lang Entrepreneurship Center at Columbia Business School, where he oversees the entrepreneurial curriculum and programming, the multimillion dollar Lang Investment Fund, and the Columbia Startup Lab. For over a decade he has also been a Professor at Columbia Business School, Department of Marketing, in the MBA, EMBA, and Executive Education programs, teaching in the areas of Digital Marketing, Strategy and Innovation

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