



Basics Marketing 02: Online Marketing

Brian Sheehan

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Basics Marketing: Online Marketing offers an accessible and practical introduction to what is unquestionably the most dynamic and fast-moving field in marketing today.

In keeping with advances in technology, and rapid consumer adoption of new media and new ideas, the possibilities for digital marketing are changing rapidly. Therefore, throughout this book, Brian Sheehan will guide you through the major trends that exemplify forward thinking and which will continue to inspire great online ideas well into the future.

International examples, case studies and practical exercises will help you master the key concepts and techniques of online marketing so that you can apply them to your own campaigns. Other AVA titles of interest include *Basics Marketing: Consumer Behaviour*, *The Fundamentals of Marketing*, *The Fundamentals of Creative Advertising* and *The Fundamentals of Branding*.

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