



Digital Marketing Strategies and Social Media Marketing: Strategic use of Digital Technology in Marketing

Paul T Sudhakar

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This book Digital Marketing Strategies and Social Media Marketing is the Bible for business owners or individuals who are into online marketing or eMarketing. Digital Marketing and Social Media Marketing is becoming inevitable for the marketers to be successful in the markets across geographies. This books gives the in-depth analysis of the Digital Marketing Strategies. The readers will be able to formulate a digital strategy for their business for competitive advantage. Digital Marketing and Social Media helps firms make more informed investment decisions in addition to helping combat future market risk.

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