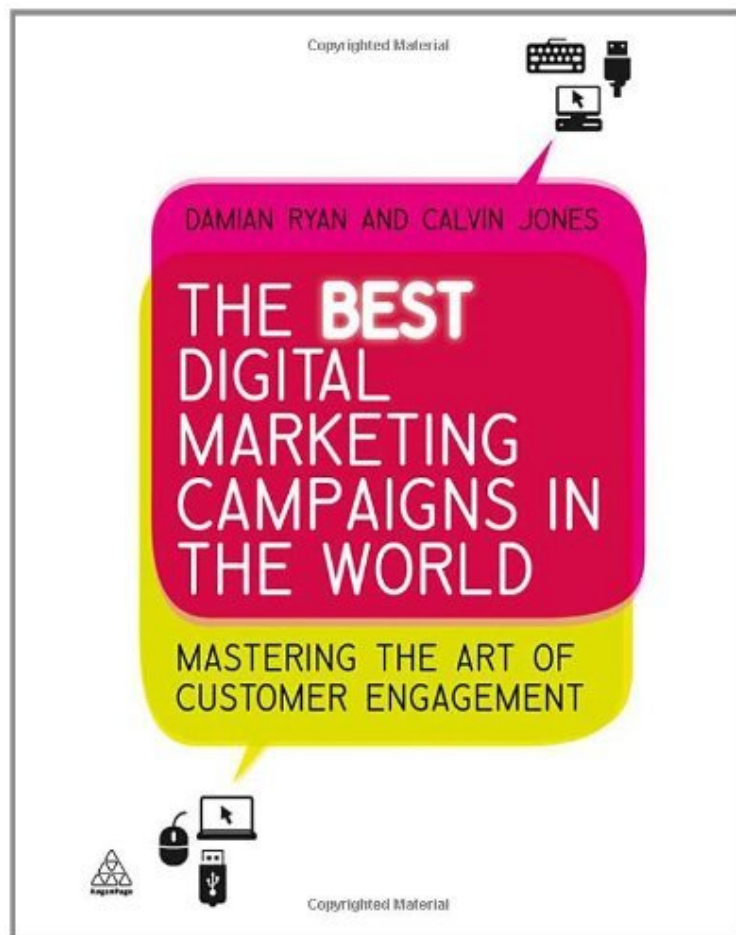


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# The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement

*Damian Ryan, Calvin Jones*  
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**Damian Ryan, Calvin Jones : The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement:

3 of 4 people found the following review helpful. Best in the World may be slightly exaggeratedBy Daniel MacielThe book was an overall good read, but the title may have overblown the realities of the campaigns. There were many good takeaways from the book, but it could have been seemed together better to help the reader grasp an overall theme from the sets of campaigns. It's an easy read for many small businesses trying to get an idea of how some companies have engaged their competitors and may spark some new ideas as well.

With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than

TV advertising in the UK. Social network advertising spending is expected to increase to a staggering \$4.3 billion in 2011 in a bid to attract today's media-savvy consumer. *The Best Digital Marketing Campaigns in the World* brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt. This practical and insightful book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. Damian Ryan and Calvin Jones present a selection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds. Covering everything from household names such as Pizza Hut and Pepsi to Obama's 2008 presidential election campaign, this book is the must-read guide for all marketers looking to embrace the new digital landscape.

"[O]ffers a fine collection from international successful digital marketing campaigns, and is a pick for any business collection..No business library should be without this!" --Midwest Book nbsp;ldquo;The Best Digital Marketing Campaigns in the World brings together an international collection of successful digital marketing campaignshellip;exploring how businesses have harnessed social media, blogs, forums, online video, and email to boost their brand. It is an interesting addition to an industry that is still very new.rdquo; --New York Journal of Booksnbsp;"This breezy, well-organized, easy-to-read volume is the best summary of the development and application of social media to the marketing arena. ...Highly recommended." --CHOICEAbout the Author Damian Ryannbsp;is a digital media and marketing expert who has been working at the forefront of the media industry for over 25 years. He 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. He is also the author ofnbsp;Understanding Digital Marketing,nbsp;The Best Digital Marketing Campaigns in the World II, and Understanding Social Media (Kogan Page). Calvin Jones is a freelance writer, journalist, blogger, online marketer and author who helps organizations of all sizes to communicate more effectively both on- and off-line.