

Detailed Licensing

Overview

Title: Book: eMarketing - The Essential Guide to Marketing in a Digital World (Stokes)

Webpages: 322

Applicable Restrictions: Noncommercial

All licenses found:

- [CC BY-NC-SA 3.0](#): 99.1% (319 pages)
- [Undeclared](#): 0.9% (3 pages)

By Page

- Book: eMarketing - The Essential Guide to Marketing in a Digital World (Stokes) — [CC BY-NC-SA 3.0](#)
 - Front Matter — [CC BY-NC-SA 3.0](#)
 - [TitlePage](#) — [CC BY-NC-SA 3.0](#)
 - [InfoPage](#) — [CC BY-NC-SA 3.0](#)
 - [Table of Contents](#) — [Undeclared](#)
 - [Think](#) — [CC BY-NC-SA 3.0](#)
 - [Licensing](#) — [Undeclared](#)
 - [About the Author](#) — [CC BY-NC-SA 3.0](#)
 - 1: Think - Strategy and Context — [CC BY-NC-SA 3.0](#)
 - [1.1: Introduction](#) — [CC BY-NC-SA 3.0](#)
 - [1.2: Key terms and concepts](#) — [CC BY-NC-SA 3.0](#)
 - [1.3: What is marketing?](#) — [CC BY-NC-SA 3.0](#)
 - [1.4: What is digital marketing?](#) — [CC BY-NC-SA 3.0](#)
 - [1.5: Understanding marketing strategy](#) — [CC BY-NC-SA 3.0](#)
 - [1.6: The Building Blocks of Marketing Strategy](#) — [CC BY-NC-SA 3.0](#)
 - [1.7: References](#) — [CC BY-NC-SA 3.0](#)
 - [1.8: Crafting a digital marketing strategy](#) — [CC BY-NC-SA 3.0](#)
 - [1.9: Case study - Vets now - Taking care of the brand](#) — [CC BY-NC-SA 3.0](#)
 - [1.10: The bigger picture](#) — [CC BY-NC-SA 3.0](#)
 - [1.E: Digital Marketing Strategy\(Exercises\)](#) — [CC BY-NC-SA 3.0](#)
 - [1.S: Digital Marketing Strategy\(Summary\)](#) — [CC BY-NC-SA 3.0](#)
 - 2: Think - Understanding customer behaviour — [CC BY-NC-SA 3.0](#)
 - [2.1: Introduction](#) — [CC BY-NC-SA 3.0](#)
 - [2.2: Key terms and concepts](#) — [CC BY-NC-SA 3.0](#)
 - [2.3: Understanding customer behaviour](#) — [CC BY-NC-SA 3.0](#)
 - [2.4: Key digital concepts influencing customer behaviour](#) — [CC BY-NC-SA 3.0](#)
 - [2.5: Tools for understanding your customer](#) — [CC BY-NC-SA 3.0](#)
 - [2.6: Measuring success](#) — [CC BY-NC-SA 3.0](#)
 - [2.7: Case study - Argos](#) — [CC BY-NC-SA 3.0](#)
 - [2.8: The bigger picture](#) — [CC BY-NC-SA 3.0](#)
 - [2.9: References](#) — [CC BY-NC-SA 3.0](#)
 - [2.E: Understanding customer behaviour\(Exercises\)](#) — [CC BY-NC-SA 3.0](#)
 - [2.S: Understanding customer behaviour\(Summary\)](#) — [CC BY-NC-SA 3.0](#)
 - 3: Think - Data driven decision making — [CC BY-NC-SA 3.0](#)
 - [3.1: References](#) — [CC BY-NC-SA 3.0](#)
 - [3.2: Introduction](#) — [CC BY-NC-SA 3.0](#)
 - [3.3: Key terms and concepts](#) — [CC BY-NC-SA 3.0](#)
 - [3.4: Understanding data](#) — [CC BY-NC-SA 3.0](#)
 - [3.5: Approaching data](#) — [CC BY-NC-SA 3.0](#)
 - [3.6: Working with data](#) — [CC BY-NC-SA 3.0](#)
 - [3.7: Becoming a data led organisation](#) — [CC BY-NC-SA 3.0](#)
 - [3.8: Advantages and challenges](#) — [CC BY-NC-SA 3.0](#)
 - [3.9: Measuring success](#) — [CC BY-NC-SA 3.0](#)
 - [3.10: Tools of the trade](#) — [CC BY-NC-SA 3.0](#)
 - [3.11: Case study - Royal Canin Russia](#) — [CC BY-NC-SA 3.0](#)
 - [3.12: The bigger picture](#) — [CC BY-NC-SA 3.0](#)
 - [3.E: Data driven decision making\(Exercises\)](#) — [CC BY-NC-SA 3.0](#)
 - [3.S: Data driven decision making\(Summary\)](#) — [CC BY-NC-SA 3.0](#)
 - 4: Think - Market Research — [CC BY-NC-SA 3.0](#)
 - [4.1: Introduction](#) — [CC BY-NC-SA 3.0](#)
 - [4.2: Key terms and concepts](#) — [CC BY-NC-SA 3.0](#)
 - [4.3: The importance of market research](#) — [CC BY-NC-SA 3.0](#)
 - [4.4: Key concepts in market research](#) — [CC BY-NC-SA 3.0](#)

- 4.5: Online research methodologies — CC BY-NC-SA 3.0
- 4.6: Justifying the cost of research — CC BY-NC-SA 3.0
- 4.7: References — CC BY-NC-SA 3.0
- 4.8: Tools of the trade — CC BY-NC-SA 3.0
- 4.9: Advantages and challenges — CC BY-NC-SA 3.0
- 4.10: Case study - Sentiment data mining predicts political outcomes — CC BY-NC-SA 3.0
- 4.11: The bigger picture — CC BY-NC-SA 3.0
- 4.E: Market Research(Exercises) — CC BY-NC-SA 3.0
- 4.S: Market Research(Summary) — CC BY-NC-SA 3.0
- 5: Create - User Experience Design — CC BY-NC-SA 3.0
 - 5.1: Introduction — CC BY-NC-SA 3.0
 - 5.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 5.3: Understanding UX design — CC BY-NC-SA 3.0
 - 5.4: Core principles of UX design — CC BY-NC-SA 3.0
 - 5.5: Implementing UX design — CC BY-NC-SA 3.0
 - 5.6: Advantages and disadvantages of UX design — CC BY-NC-SA 3.0
 - 5.7: References — CC BY-NC-SA 3.0
 - 5.8: Conduct Testing — CC BY-NC-SA 3.0
 - 5.9: Tools of the trade — CC BY-NC-SA 3.0
 - 5.10: Case study - AO Becomes customer centred — CC BY-NC-SA 3.0
 - 5.11: The bigger picture — CC BY-NC-SA 3.0
 - 5.E: User Experience Design(Exercises) — CC BY-NC-SA 3.0
 - 5.S: User Experience Design(Summary) — CC BY-NC-SA 3.0
- 6: Create - Web Development and Design — CC BY-NC-SA 3.0
 - 6.1: Introduction — CC BY-NC-SA 3.0
 - 6.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 6.3: Web design — CC BY-NC-SA 3.0
 - 6.4: Web development — CC BY-NC-SA 3.0
 - 6.5: The web development process — CC BY-NC-SA 3.0
 - 6.6: Development methodologies — CC BY-NC-SA 3.0
 - 6.7: References — CC BY-NC-SA 3.0
 - 6.8: Quality assurance — CC BY-NC-SA 3.0
 - 6.9: Case study - Offspring — CC BY-NC-SA 3.0
 - 6.10: The bigger picture — CC BY-NC-SA 3.0
 - 6.E: Web Development and Design(Exercises) — CC BY-NC-SA 3.0
 - 6.S: Web Development and Design(Summary) — CC BY-NC-SA 3.0
- 7: Create - Mobile channels and apps — CC BY-NC-SA 3.0
 - 7.1: Introduction — CC BY-NC-SA 3.0
 - 7.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 7.3: Core principles — CC BY-NC-SA 3.0
 - 7.4: Defining mobile channels — CC BY-NC-SA 3.0
 - 7.5: Creating an app — CC BY-NC-SA 3.0
 - 7.6: Implementation — CC BY-NC-SA 3.0
 - 7.7: The Internet of Things/The Quantified Self — CC BY-NC-SA 3.0
 - 7.8: Advantages and challenges — CC BY-NC-SA 3.0
 - 7.9: Measuring success — CC BY-NC-SA 3.0
 - 7.10: Tools of the trade — CC BY-NC-SA 3.0
 - 7.11: Case study - ASB digital piggybank — CC BY-NC-SA 3.0
 - 7.12: The bigger picture — CC BY-NC-SA 3.0
 - 7.13: References — CC BY-NC-SA 3.0
 - 7.E: Mobile channels and apps(Exercises) — CC BY-NC-SA 3.0
 - 7.S: Mobile channels and apps(Summary) — CC BY-NC-SA 3.0
- 8: Create - Search engine optimization (SEO) — CC BY-NC-SA 3.0
 - 8.1: References — CC BY-NC-SA 3.0
 - 8.2: Introduction — CC BY-NC-SA 3.0
 - 8.3: Key terms and concepts — CC BY-NC-SA 3.0
 - 8.4: Core principles — CC BY-NC-SA 3.0
 - 8.5: Implementation — CC BY-NC-SA 3.0
 - 8.6: What not to do — CC BY-NC-SA 3.0
 - 8.7: Advantages and challenges — CC BY-NC-SA 3.0
 - 8.8: Tools of the trade — CC BY-NC-SA 3.0
 - 8.9: Case study - Lloyds Pharmacy Online Doctor — CC BY-NC-SA 3.0
 - 8.10: The bigger picture — CC BY-NC-SA 3.0
 - 8.E: Search engine optimisation (SEO)(Exercises) — CC BY-NC-SA 3.0
 - 8.S: Search engine optimisation (SEO)(Summary) — CC BY-NC-SA 3.0
- 9: Create - Digital Copywriting — CC BY-NC-SA 3.0
 - 9.1: Introduction to Digital Copywriting — CC BY-NC-SA 3.0
 - 9.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 9.3: Core principles — CC BY-NC-SA 3.0
 - 9.4: Implementing writing for digital — CC BY-NC-SA 3.0
 - 9.5: Advantages and challenges — CC BY-NC-SA 3.0
 - 9.6: Measuring Success — CC BY-NC-SA 3.0
 - 9.7: References — CC BY-NC-SA 3.0
 - 9.8: Tools of the trade — CC BY-NC-SA 3.0
 - 9.9: Case study - Yelp — CC BY-NC-SA 3.0
 - 9.10: The bigger picture — CC BY-NC-SA 3.0

- 9.E: Digital copywriting(Exercises) — CC BY-NC-SA 3.0
- 9.S: Writing for Digital(Summary) — CC BY-NC-SA 3.0
- 10: Create - eCommerce — CC BY-NC-SA 3.0
 - 10.1: Introduction — CC BY-NC-SA 3.0
 - 10.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 10.3: Types of eCommerce — CC BY-NC-SA 3.0
 - 10.4: eCommerce on specific channels — CC BY-NC-SA 3.0
 - 10.5: Multi-channel commerce to total retail — CC BY-NC-SA 3.0
 - 10.6: Setting up an eCommerce site — CC BY-NC-SA 3.0
 - 10.7: The bigger picture — CC BY-NC-SA 3.0
 - 10.8: References — CC BY-NC-SA 3.0
 - 10.9: Tools of the trade — CC BY-NC-SA 3.0
 - 10.10: Advantages and challenges — CC BY-NC-SA 3.0
 - 10.11: Case study - Pixie Faire — CC BY-NC-SA 3.0
 - 10.E: eCommerce(Exercises) — CC BY-NC-SA 3.0
 - 10.S: eCommerce(Summary) — CC BY-NC-SA 3.0
- 11: Engage - Search advertising — CC BY-NC-SA 3.0
 - 11.1: Introduction — CC BY-NC-SA 3.0
 - 11.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 11.3: Defining search advertising — CC BY-NC-SA 3.0
 - 11.4: The elements of a search ad — CC BY-NC-SA 3.0
 - 11.5: Targeting options — CC BY-NC-SA 3.0
 - 11.6: Bidding and ranking for search ads — CC BY-NC-SA 3.0
 - 11.7: Measuring success — CC BY-NC-SA 3.0
 - 11.8: Tools of the trade — CC BY-NC-SA 3.0
 - 11.9: Case study - Frooition — CC BY-NC-SA 3.0
 - 11.10: The bigger picture — CC BY-NC-SA 3.0
 - 11.11: References — CC BY-NC-SA 3.0
 - 11.12: Tracking — CC BY-NC-SA 3.0
 - 11.13: Implementing a search advertising campaign — CC BY-NC-SA 3.0
 - 11.14: Advantages and challenges — CC BY-NC-SA 3.0
 - 11.E: Search advertising(Exercises) — CC BY-NC-SA 3.0
 - 11.S: Search advertising(Summary) — CC BY-NC-SA 3.0
- 12: Engage - Online advertising — CC BY-NC-SA 3.0
 - 12.1: Introduction — CC BY-NC-SA 3.0
 - 12.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 12.3: Objectives — CC BY-NC-SA 3.0
 - 12.4: The key differentiator — CC BY-NC-SA 3.0
 - 12.5: Types of display adverts — CC BY-NC-SA 3.0
 - 12.6: Payment Models for Display Advertising — CC BY-NC-SA 3.0
 - 12.7: Implementing online advertising — CC BY-NC-SA 3.0
 - 12.8: The future of online advertising — CC BY-NC-SA 3.0
 - 12.9: Advantages and challenges — CC BY-NC-SA 3.0
 - 12.10: Measuring success — CC BY-NC-SA 3.0
 - 12.11: Case study - Post-It and Proximity Russia — CC BY-NC-SA 3.0
 - 12.12: The bigger picture — CC BY-NC-SA 3.0
 - 12.13: References — CC BY-NC-SA 3.0
 - 12.14: Getting your ads online — CC BY-NC-SA 3.0
 - 12.15: Targeting and optimising — CC BY-NC-SA 3.0
 - 12.16: Tracking — CC BY-NC-SA 3.0
 - 12.E: Online advertising(Exercises) — CC BY-NC-SA 3.0
 - 12.S: Online advertising(Summary) — CC BY-NC-SA 3.0
- 13: Engage - Social media advertising — CC BY-NC-SA 3.0
 - 13.1: Introduction — CC BY-NC-SA 3.0
 - 13.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 13.3: Understanding social media advertising — CC BY-NC-SA 3.0
 - 13.4: Core principles — CC BY-NC-SA 3.0
 - 13.5: Implementing social media advertising — CC BY-NC-SA 3.0
 - 13.6: Advantages and challenges — CC BY-NC-SA 3.0
 - 13.7: The bigger picture — CC BY-NC-SA 3.0
 - 13.8: References — CC BY-NC-SA 3.0
 - 13.9: Measuring success — CC BY-NC-SA 3.0
 - 13.10: Tools of the trade — CC BY-NC-SA 3.0
 - 13.11: Case study - Kraft Mac and Cheese — CC BY-NC-SA 3.0
 - 13.E: Social media advertising(Exercises) — CC BY-NC-SA 3.0
 - 13.S: Social media advertising(Summary) — CC BY-NC-SA 3.0
- 14: Retain - Customer relationship management (CRM) — CC BY-NC-SA 3.0
 - 14.1: Introduction — CC BY-NC-SA 3.0
 - 14.2: Key terms and concepts — CC BY-NC-SA 3.0
 - 14.3: A CRM model — CC BY-NC-SA 3.0
 - 14.4: Understanding customers — CC BY-NC-SA 3.0
 - 14.5: CRM and data — CC BY-NC-SA 3.0
 - 14.6: The benefits of CRM — CC BY-NC-SA 3.0
 - 14.7: Case study - Amazon Prime — CC BY-NC-SA 3.0

- 14.8: The bigger picture — [CC BY-NC-SA 3.0](#)
- 14.9: References — [CC BY-NC-SA 3.0](#)
- 14.10: Social CRM — [CC BY-NC-SA 3.0](#)
- 14.11: Step-by-step guide to implementing a CRM strategy — [CC BY-NC-SA 3.0](#)
- 14.12: Tools of the trade — [CC BY-NC-SA 3.0](#)
- 14.E: Customer relationship management(Exercises) — [CC BY-NC-SA 3.0](#)
- 14.S: Customer relationship management(Summary) — [CC BY-NC-SA 3.0](#)
- 15: Retain - Content Marketing Strategy — [CC BY-NC-SA 3.0](#)
 - 15.1: Introduction — [CC BY-NC-SA 3.0](#)
 - 15.2: Key terms and concepts — [CC BY-NC-SA 3.0](#)
 - 15.3: Defining content marketing — [CC BY-NC-SA 3.0](#)
 - 15.4: Strategic building blocks — [CC BY-NC-SA 3.0](#)
 - 15.5: Content creation — [CC BY-NC-SA 3.0](#)
 - 15.6: Content channel distribution — [CC BY-NC-SA 3.0](#)
 - 15.7: The bigger picture — [CC BY-NC-SA 3.0](#)
 - 15.8: References — [CC BY-NC-SA 3.0](#)
 - 15.9: Tools of the trade — [CC BY-NC-SA 3.0](#)
 - 15.10: Advantages and challenges — [CC BY-NC-SA 3.0](#)
 - 15.11: Case study - Intel and Toshiba — [CC BY-NC-SA 3.0](#)
 - 15.E: Content marketing strategy — [CC BY-NC-SA 3.0](#)
 - 15.S: Content marketing strategy(Summary) — [CC BY-NC-SA 3.0](#)
- 16: Retain - Social Media Platforms — [CC BY-NC-SA 3.0](#)
 - 16.1: Introduction — [CC BY-NC-SA 3.0](#)
 - 16.2: Key terms and concepts — [CC BY-NC-SA 3.0](#)
 - 16.3: Marketing with social media — [CC BY-NC-SA 3.0](#)
 - 16.4: Facebook — [CC BY-NC-SA 3.0](#)
 - 16.5: YouTube — [CC BY-NC-SA 3.0](#)
 - 16.6: Instagram — [CC BY-NC-SA 3.0](#)
 - 16.7: Pinterest — [CC BY-NC-SA 3.0](#)
 - 16.8: Other social media options — [CC BY-NC-SA 3.0](#)
 - 16.9: Analytics for social media — [CC BY-NC-SA 3.0](#)
 - 16.10: Selecting the appropriate platform — [CC BY-NC-SA 3.0](#)
 - 16.11: Rules of engagement — [CC BY-NC-SA 3.0](#)
 - 16.12: Advantages and challenges — [CC BY-NC-SA 3.0](#)
 - 16.13: Case Study - Harley-Davidson — [CC BY-NC-SA 3.0](#)
 - 16.14: The bigger picture — [CC BY-NC-SA 3.0](#)
- 16.15: References — [CC BY-NC-SA 3.0](#)
- 16.16: Twitter — [CC BY-NC-SA 3.0](#)
- 16.17: Snapchat — [CC BY-NC-SA 3.0](#)
- 16.18: LinkedIn — [CC BY-NC-SA 3.0](#)
- 16.E: Social media platforms(Exercises) — [CC BY-NC-SA 3.0](#)
- 16.S: Social media platforms(Summary) — [CC BY-NC-SA 3.0](#)
- 17: Retain - Social media strategy — [CC BY-NC-SA 3.0](#)
 - 17.1: Introduction — [CC BY-NC-SA 3.0](#)
 - 17.2: Key terms and concepts — [CC BY-NC-SA 3.0](#)
 - 17.3: Using social media to solve business challenges — [CC BY-NC-SA 3.0](#)
 - 17.4: Step-by-step guide to creating a social media strategy — [CC BY-NC-SA 3.0](#)
 - 17.5: Documents and processes — [CC BY-NC-SA 3.0](#)
 - 17.6: Dealing with opportunities and threats — [CC BY-NC-SA 3.0](#)
 - 17.7: References — [CC BY-NC-SA 3.0](#)
 - 17.8: Step-by-step guide for recovering from an online brand attack — [CC BY-NC-SA 3.0](#)
 - 17.9: Social media strategy risks and challenges — [CC BY-NC-SA 3.0](#)
 - 17.10: Case study - Fjordland's 2015 Christmas campaign — [CC BY-NC-SA 3.0](#)
 - 17.E: Social media strategy — [CC BY-NC-SA 3.0](#)
 - 17.S: Social media strategy — [CC BY-NC-SA 3.0](#)
- 18: Retain - Direct marketing (email and mobile) — [CC BY-NC-SA 3.0](#)
 - 18.1: Introduction — [CC BY-NC-SA 3.0](#)
 - 18.2: Key terms and concepts — [CC BY-NC-SA 3.0](#)
 - 18.3: Direct marketing strategy and planning — [CC BY-NC-SA 3.0](#)
 - 18.4: Step-by-step direct marketing process — [CC BY-NC-SA 3.0](#)
 - 18.5: Measuring success — [CC BY-NC-SA 3.0](#)
 - 18.6: Tools of the trade — [CC BY-NC-SA 3.0](#)
 - 18.7: References — [CC BY-NC-SA 3.0](#)
 - 18.8: Advantages and challenges — [CC BY-NC-SA 3.0](#)
 - 18.9: Case study - GlobalGiving — [CC BY-NC-SA 3.0](#)
 - 18.10: The bigger picture — [CC BY-NC-SA 3.0](#)
 - 18.E: Direct marketing - email and mobile(Exercises) — [CC BY-NC-SA 3.0](#)
 - 18.S: Direct marketing - email and mobile — [CC BY-NC-SA 3.0](#)
- 19: Retain - Video Marketing — [CC BY-NC-SA 3.0](#)
 - 19.1: Introduction — [CC BY-NC-SA 3.0](#)
 - 19.2: Key terms and concepts — [CC BY-NC-SA 3.0](#)
 - 19.3: Video content strategy — [CC BY-NC-SA 3.0](#)

- 19.4: Video production step-by-step — *CC BY-NC-SA 3.0*
- 19.5: Video promotion — *CC BY-NC-SA 3.0*
- 19.6: Facebook Video — *CC BY-NC-SA 3.0*
- 19.7: Case study - Nike Chicago Cubs Someday — *CC BY-NC-SA 3.0*
- 19.8: The bigger picture — *CC BY-NC-SA 3.0*
- 19.9: References — *CC BY-NC-SA 3.0*
- 19.10: Advantages and challenges — *CC BY-NC-SA 3.0*
- 19.11: Measuring Success — *CC BY-NC-SA 3.0*
- 19.12: Tools of the trade — *CC BY-NC-SA 3.0*
- 19.E: Video Marketing(Exercises) — *CC BY-NC-SA 3.0*
- 19.S: Video Marketing(Summary) — *CC BY-NC-SA 3.0*
- 20: Optimize - Conversion Optimization — *CC BY-NC-SA 3.0*
 - 20.1: Introduction — *CC BY-NC-SA 3.0*
 - 20.2: Key terms and concepts — *CC BY-NC-SA 3.0*
 - 20.3: What can you test? — *CC BY-NC-SA 3.0*
 - 20.4: Designing tests — *CC BY-NC-SA 3.0*
 - 20.5: Step-by-step guide to conversion optimisation — *CC BY-NC-SA 3.0*
 - 20.6: Tools of the trade — *CC BY-NC-SA 3.0*
 - 20.7: Case study - Tinkoff Bank — *CC BY-NC-SA 3.0*
 - 20.8: The bigger picture — *CC BY-NC-SA 3.0*
 - 20.9: References — *CC BY-NC-SA 3.0*
 - 20.E: Conversion Optimization — *CC BY-NC-SA 3.0*
 - 20.S: Conversion Optimization(Summary) — *CC BY-NC-SA 3.0*
- 21: Optimize - Data Analytics — *CC BY-NC-SA 3.0*
 - 21.1: Introduction — *CC BY-NC-SA 3.0*
 - 21.2: Key terms and concepts — *CC BY-NC-SA 3.0*
 - 21.3: Working with data — *CC BY-NC-SA 3.0*
 - 21.4: Tracking and collecting data — *CC BY-NC-SA 3.0*
 - 21.5: Analysing data — *CC BY-NC-SA 3.0*
 - 21.6: Data Visualisation — *CC BY-NC-SA 3.0*
 - 21.7: Tools of the trade — *CC BY-NC-SA 3.0*
 - 21.8: Advantages and challenges — *CC BY-NC-SA 3.0*
 - 21.9: Case study - eFinancialCareers — *CC BY-NC-SA 3.0*
 - 21.10: The bigger picture — *CC BY-NC-SA 3.0*
 - 21.11: References — *CC BY-NC-SA 3.0*
 - 21.E: Data Analytics(Exercises) — *CC BY-NC-SA 3.0*
 - 21.S: Data Analytics(Summary) — *CC BY-NC-SA 3.0*
- 22: Appendix - Understanding the Internet — *CC BY-NC-SA 3.0*
 - 22.1: History of the Internet — *CC BY-NC-SA 3.0*
 - 22.2: How the Internet works — *CC BY-NC-SA 3.0*
 - 22.3: How people access the Internet — *CC BY-NC-SA 3.0*
 - 22.4: What does this have to do with marketing? — *CC BY-NC-SA 3.0*
 - 22.5: References — *CC BY-NC-SA 3.0*
- Back Matter — *CC BY-NC-SA 3.0*
 - Index — *CC BY-NC-SA 3.0*
 - Glossary — *CC BY-NC-SA 3.0*
 - Detailed Licensing — *Undeclared*