

# The Future is OPEN



## EMARKETING - THE ESSENTIAL GUIDE TO MARKETING IN A DIGITAL WORLD



The newly updated edition includes chapters on the latest marketing trends as well as updated facts and figures and all new real-world case studies showing the application of digital best practice. The book is structured to enable readers to follow it sequentially and get an overview of how the different elements of digital fit together. It also provides a guide for those who want to dip in and out of chapters or need to brush up on specific areas.

*Rob Stokes*  
Red and Yellow Creative School of Business

