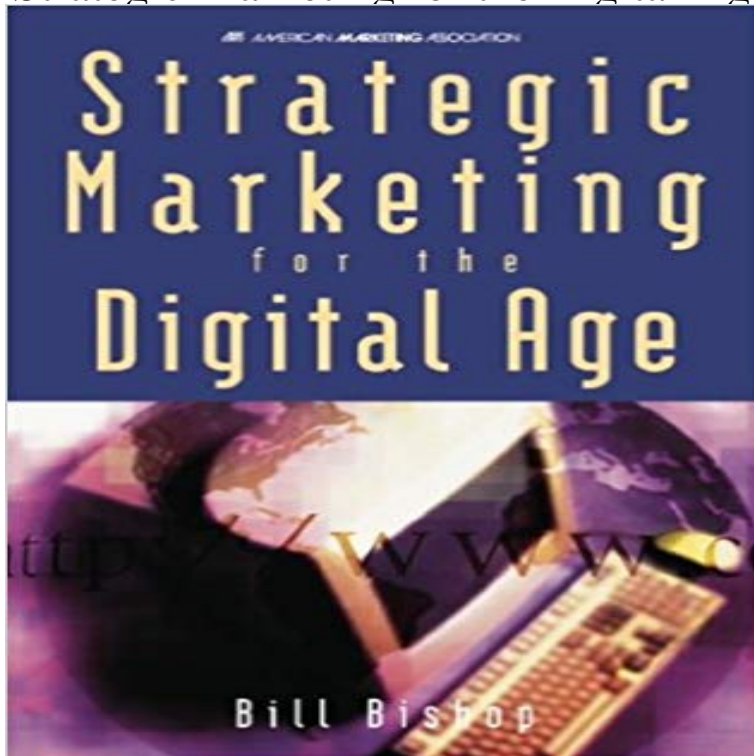


## Strategic Marketing for the Digital Age



Strategic Marketing for the Digital Age shows you how to build a digital marketing strategy, develop a plan, and execute it profitably. Bill Bishop gives you a practical, step-by-step model for developing an effective marketing program using digital and online technology. He takes you beyond mere Internet marketing and shows you how to expand your marketing power by using all of the digital tools available.

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