

MARKETING DIGITAL

- Domaine stratégique
- Définition de la cible
- Définition des canaux de communication
- Définition de la stratégie

COMMUNICATION DIGITALE

- Domaine opérationnel
- Diffusion de messages auprès de la cible
- Maîtrise des canaux de communication
- Application de la stratégie

Analyse des retours et ajustement de la stratégie

Le Web Marketing Marketing Communication

S Ashworth



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Competitive Intelligence 2.0 Luc Quoniam, 2013-02-04 The recent concept of 2.0 a consequence of Web 2.0 discusses the emergence of a new style emancipated from the Web which finds applications in all areas of social activity management innovation education organization territory etc This book considers the implications of the changing paradigm for competitive economic and territorial intelligence applied to innovation value creation and enhancement of territories Competitive intelligence is therefore in the 2.0 and its values perpetual beta user generated content social relations etc horizontality a renewed legitimacy This book collecting contributions from international experts testifies to the heterogeneity and richness of possible approaches It provides a totally new way of evaluating the impact of 2.0 with concrete examples while analyzing the theoretical models allowing the reader to develop in other contexts the described cases of success

Journal of Small Business and Entrepreneurship, 2004 *The Future of Marketing* P. Kitchen, 2003-02-04 This book is intended for practitioners and academics who wish to develop an understanding of marketing in an international context The book provides a series of critical perspectives on marketing from senior authors around the world The book is not about what marketing is for this is already recorded in innumerable texts Rather the text gives comments views positive statements criticisms and doubts from leading authors concerning marketing and its role within business and as an academic subject in the 21st century *Key Challenges and Opportunities in Web Entrepreneurship* Capatina, Alexandru, Rancati,

Elisa, 2017-03-31 The development of web technologies has enhanced the availability of online business opportunities for entrepreneurs By implementing these new technologies business growth is ensured and the global economy is strengthened *Key Challenges and Opportunities in Web Entrepreneurship* is a pivotal reference source for the latest research on bridging the gaps between theoretical and practical issues in the field of digital entrepreneurship Featuring extensive coverage on relevant areas such as e business crowdfunding and vertical social networks this publication is an ideal resource for researchers academics practitioners and students interested in recent trends on entrepreneurial endeavors in the digital age

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