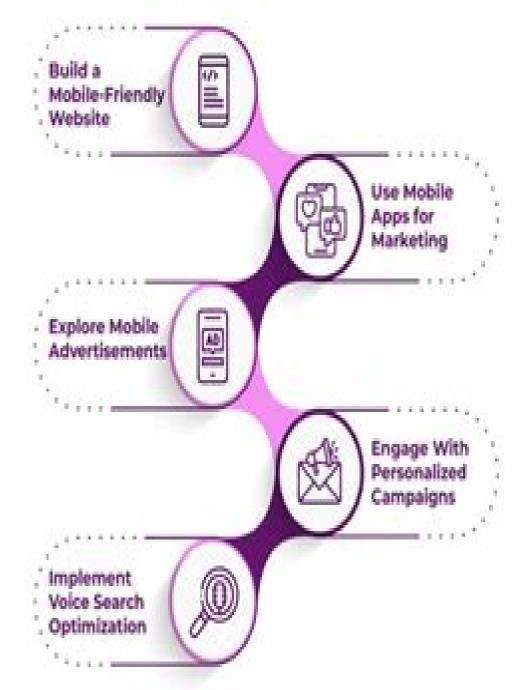
How To Develop a Mobile App Marketing Strategy?



# Mobile Marketing Build And Develop Your Mobile Marketing Campaign

Dr. V. Dheenadhayalan & Dr. C.Vijai

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Marketing opens the door for your next campaign **Contemporary Research in Commerce and Management** Dr. V. Dheenadhayalan & Dr. C.Vijai, About the Book Contemporary research in commerce and management is a rapidly growing field that focuses on developing innovative solutions to the challenges facing businesses and organizations in today s rapidly changing global marketplace Some of the key areas of focus in contemporary research in commerce and management include 1 Digital Transformation Research focuses on the impact of digital technologies on business processes customer behavior and the wider economy 2 Sustainability and Corporate Social Responsibility CSR Research aims to explore the role of businesses in promoting sustainable development and fulfilling their social and environmental responsibilities 3 Data Analytics and Business Intelligence Research focuses on the use of data and analytics to inform business decisions and strategies 4 Customer Experience CX Research explores the customer's experience of a company's products and services and how to improve it 5 Strategic Management Research examines the decisions and actions of top level managers and how they impact a firm's overall performance 6 Supply Chain Management Research examines the design management and improvement of the systems that are involved in the production and delivery of goods and services 7 Human Resource Management Research focuses on the management of employees including issues related to recruitment training performance management and compensation These are just a few examples of the areas of contemporary research in commerce and management As the business environment continues to evolve new challenges and opportunities will emerge and researchers will continue to work to advance our understanding of how organizations can operate effectively in this changing landscape By keeping these things in mind the editors decided to identify and publish the potential research in the above mentioned areas and this book will explore the possible changes that are going to happen in the field of commerce and management Thanks to all the distinguished Research Paper Contributors of this Book and a special thanks to Sankalp publisher who scalped this manuscript into a book Dr V Dheenadhayalan Digital Commerce and Online Marketing Strategies Dr.S.Jansirani, Mr.A.Venkatesh, 2025-05-31 Dr S Jansirani Assistant Professor Department of Commerce Patrician College of Arts and Science Chennai Tamil Nadu India Mr A Venkatesh Assistant Professor Department of Commerce Agurchand Manmull Jain College Chennai Tamil Nadu India The Ultimate Ecommerce Guide: Step-by-Step Playbook for Creating, Growing, and Scaling a Successful Online Business Ed Dunlap, 2025-04-05 In today's digital age the allure of owning a thriving online business is undeniable But with the vastness of the internet where do you even begin This comprehensive guide provides a clear roadmap for entrepreneurs at every stage whether you re just starting out or looking to skyrocket an existing venture Packed with actionable strategies and real world examples this book arms you with the knowledge to navigate the ever evolving ecommerce landscape You ll uncover the secrets to identifying a profitable niche building a user friendly website and crafting a brand that resonates with your target audience This book is for aspiring entrepreneurs side hustle heroes and seasoned business owners ready to conquer the digital marketplace Learn to master

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IT Consultant Diploma - City of London College of Economics - 12 months - 100% online / self-paced City of London College of Economics, Overview This course deals with everything you need to know to become a successful IT Consultant Content Business Process Management Human Resource Management IT Manager s Handbook Principles of Marketing The Leadership Information Systems and Information Technology IT Project Management Duration 12 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and well send you the assignment questions Study material The study material will be provided in separate files by email download link 
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