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Table of Contents. Licensing Information; Chapter 1: Introduction to eMarketing

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In writing eMarketing: The Essential Guide to Online Marketing, marketing guru Rob Stokes consolidated eleven years of real online marketing experience at Quirk into a full length textbook, drawing from both academic theory and practical experience.

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Now in its fifth edition, the emarketing handbook published by Rob Stokes and his team at Quirk (the current edition edited by Katharina Scholtz), has been evolving from “eMarketing: The Essential Guide to Online Marketing” (published in 2008) to “eMarketing: The essential guide to marketing in a digital world”.

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