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# Marketing Practical Approach

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A marketing strategy will help you choose. Strategy is a matter of charting your course between a beginning and an end point; thinking about what will take you from point A to point B — from where you are now (current status) to where you want to go (objective). A strategy should be efficient and effective.

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As in the previous editions of this book, whilst strategic issues are included where appropriate, by concentrating on the operational and functional aspects of this dynamic subject, **Digital Marketing: A Practical Approach** provides a step-by-step guide to implementing the key aspects of online marketing.

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