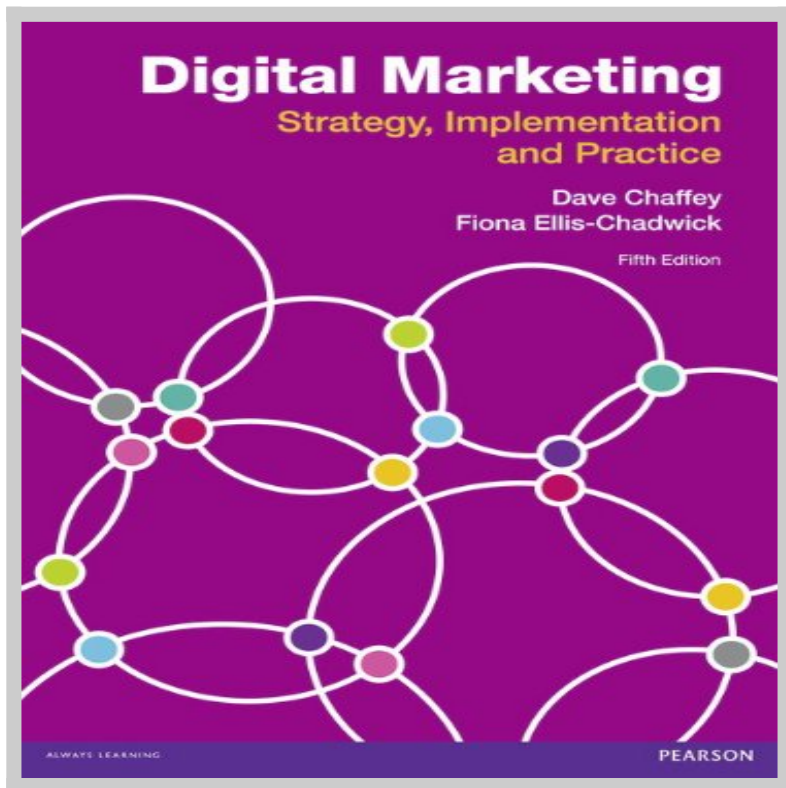


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Now in its fifth edition, Digital Marketing (previously Internet Marketing) provides comprehensive, practical guidance on how companies can get the most out of digital media to meet their marketing goals. Digital Marketing links marketing theory with practical business experience through case studies and interviews from cutting edge companies such as eBay and Facebook, to help students understand digital marketing in the real world.