

Multichannel Marketing Ecosystems Creating Connected Customer Experiences

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With separate chapters on the remaking of marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multi-channel world and predictive marketing, Multi-Channel Marketing Ecosystems shows how marketers and brand managers can react positively to changes in consumer behaviour, building customer responses and loyalty via the full spectrum of digital media.

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marketing and branding campaign. Multi-Channel Marketing Ecosystems examines a fundamental game changer for the entire marketing industry - the seismic shift from a single TV-centric path to a multi-channel interactive ecosystem which puts digital technology at the heart of every campaign. With separate chapters on the remaking

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Creating Connected Customer Experiences. Markus Ståhlberg Ville Maila. Multi-Channel Marketing Ecosystems shows how companies can convert interactions into solid commercial results, both online and offline. Key features at a glance. Features contributions from Intuit, Enveritas Group, Tribal Fusion, VCCP Media, Blue Leaf and SapientNitro - marketing-leading companies from across the globe.

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Multi-Channel Marketing Ecosystems is a collection of articles written by 35 individual contributors from around the world, edited by Markus Stahlberg and Ville Maila. Markus is the CEO of Phenomena Group Ltd, and Ville is the Planning Director. Phenomena group was the first shopper marketing company to be founded in Europe.

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A thoughtful and actionable book about the shift from a single TV-centric path to a multichannel interactive ecosystem which puts digital technology at the heart of every brand and every marketing campaign. 32 chapters, well written by some of the leading practitioners of digital marketing today.

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Multichannel Marketing Ecosystems | Markus Stahlberg ...

The Nexus Award for Best CX Ecosystem honors an organization that architects a connected CX ecosystem with a CRM, third-party cloud apps, or API integration. What's clear from this year's entrants is this: Connected customer experiences are at the heart of these digital

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transformations.

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