

Les technologies digitales influencent le comportement du consomméteur, qui devient hyperconnecté.

Qu'elles solent pure playerou click-and-mortar. les entreprises daivent adapter leurs stratégies et leurs actions de marketing digital pour recruter et fidéliser les clients, en exploitant les complémentarités des différents moyens de communication digitale dans une aptique d'inbound marketing.

Cette nouvelle édition met en avant les nouvelles modelités du digital (intelligence artificielle, Internet des Objets, Impression 20...) gui bouleversent les politiques marketing et contribuent à créer de nouveaux modèles diconomiques.

Predition

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Le marketing digital

Gregory BRESSOLLES

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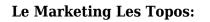
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LE MARKETING DIGITAL

Le Marketing Les Topos

G Psacharopoulos



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