

Les **topos**

## Le marketing digital

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

Qu'elles soient *pure player* ou *click-and-mortar*, les entreprises doivent 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 optique d'*inbound marketing*.

Cette nouvelle édition met en avant les nouvelles modalités du digital (intelligence artificielle, Internet des Objets, impression 3D...) qui bouleversent les politiques marketing et contribuent à créer de nouveaux modèles économiques.



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3<sup>e</sup> édition

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LE MARKETING DIGITAL

3<sup>e</sup> édition

Les **topos**

## Le marketing digital

Grégory BRESSOLLES

3<sup>e</sup> édition

**DUNOD**

# Le Marketing Les Topos

**G Psacharopoulos**



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