
Contents

PART I	
Digital Marketing in Context	1
1 Past, Present, and Future	3
2 Strategic Digital Marketing and Performance Metrics	30
3 The Digital Marketing Plan	56
PART II	
Digital Marketing Environment	73
4 Global Digital Marketing 3.0	75
5 Ethical and Legal Issues	98
PART III	
Digital Marketing Strategy	123
6 Digital Marketing Research	125
7 Consumer Behavior Online	159
8 Segmentation, Targeting, Differentiation, and Positioning Strategies	172
PART IV	
Digital Marketing Management	199
9 Product: The Online Offer	201
10 Price: The Online Value	224
11 The Internet for Distribution	247
12 Digital Marketing Communication: Owned Media	277
13 Digital Marketing Communication: Paid Media	318

14	Digital Marketing Communication: Earned Media	342
15	Customer Relationship Management	370
	<i>Appendix A Internet Penetration Worldwide as of September 30, 2021</i>	403
	References	410
	Index	417