



## Smart Advertising & Sustainable Brand Management

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## Synopsis

With the advent of digital technologies and keeping in mind the ever-changing environment of communications, this report provides a detailed analysis of the emerging trends in Advertising and Marketing of the present and the future. Rethinking your Marketing strategy is now a must and the tools available bring a new ambience to branding success. How do smartphones and tablets drive innovation and new practices in advertising? What does it mean for your marketing plan to go mobile? How can you keep long-term sustainability in the competitive market landscape by turning your branding focus towards an omni-channel presence and what does that bring to your Business-to-Business operations?

In this volume you will find the latest consumer behaviours and the tools and techniques you need to sky-rocket your branding presence via mobile advertising and sustainable digital marketing. Dive in the world of m-commerce, learn about the latest mobile advertising strategies, re-configure your promotion plans and turn your business ubiquitous for ultimate reachability and maximum profit.





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