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Damian Ryan

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#1105198 in eBooks 2014-03-03 2014-03-03 File Name: B00IJEF0J0 | File size: 67.Mb

Damian Ryan : The Best Digital Marketing Campaigns in the World II before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Best Digital Marketing Campaigns in the World II:

3 of 3 people found the following review helpful. Dissappointing.By Michael S.I don't write reviews often (and hardly ever negative ones at that), but I have to say that I was pretty darn disappointed with this book. I'm writing this review not to insult the author, but to give would-be buyers a reason to pause before purchasing. To be fair, I haven't read the first volume, so perhaps the author used up all the truly remarkable campaigns in that one, but after reading a quarter of this and skimming the rest, I threw the book back on my shelf in frustration. While there are some interesting case studies in here, they are few and far between, and the rest feel like filler. It basically feels like marketing agencies were

asked to send in their favorite campaigns and the author simply threw them together, unedited. I read a lot of marketing, business, and personal development books, and this one really missed the mark. If you're looking for a good compilation of out-of-the-box marketing campaigns to inspire you, this is unfortunately not the book for you. 2 of 2 people found the following review helpful. Worthless. Don't waste your \$\$\$!!! By Sara G. Totally worthless book. Don't waste your money, it's all available online and the content is soooo minimal. 0 of 0 people found the following review helpful. Three Stars By Speaker of Truth. ok

In the second volume of *The Best Digital Marketing Campaigns in the World*, best-selling author Damian Ryan presents an international showcase of the most successful digital marketing campaigns in recent history, analysing what they did right and their impact. This privileged insight into some of the freshest, most creative thinking in the industry covers 40 new campaigns from 40 different agencies/brands around the world, 16 in the UK, 5 in the US/Canada, and the rest from Europe, Australia, the Middle East and North Africa, South Africa and South America. Full of behind-the-scenes insights into campaign strategy, implementation and results, *The Best Digital Marketing Campaigns in the World II* explores how businesses and agencies, large and small, have harnessed social media, blogs, video, email, mobile and search to boost their brand and attract customers. Covering a wide range of world-class, award-winning campaigns from brands such as Activia, Red Bull, Heinz, Harley Davidson, O2, Peugeot, Nike, Samsung, and UEFA, and agencies including Tribal DDB, Scholz and Volkmer, Red Bee, Bell Pottinger Wired, We Are Social and Symbio Digital, this is an inspirational must-read for everyone working in marketing and advertising.

Praise for the previous edition: "[O]ffers a fine collection from international successful digital marketing campaigns, and is a pick for any business collection.. No business library should be without this!" (Midwest Book)