

Total E-mail Marketing (Emarketing Essentials) By Dave Chaffey

By Dave Chaffey

Total E-Mail Marketing eBook: Dave Chaffey: Dave is an examiner on the CIM e-Marketing Award and course director for CIM e-marketing workshops since 1997.

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Dr Dave Chaffey is CEO and co-founder of Smart Insights, E-business and E-commerce Management, eMarketing eXcellence (with PR Smith) and Total E-mail Marketing.

Total E-Mail Marketing shows how to run effective e-mail campaigns aimed at both customer acquisition and retention. The book covers much more than simply guidelines

Total E-Mail Marketing. Dave Chaffey. (Emarketing Essentials) PR Smith, Dave Chaffey. (Emarketing Essentials) Smith, PR, Chaffey, Dave.

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