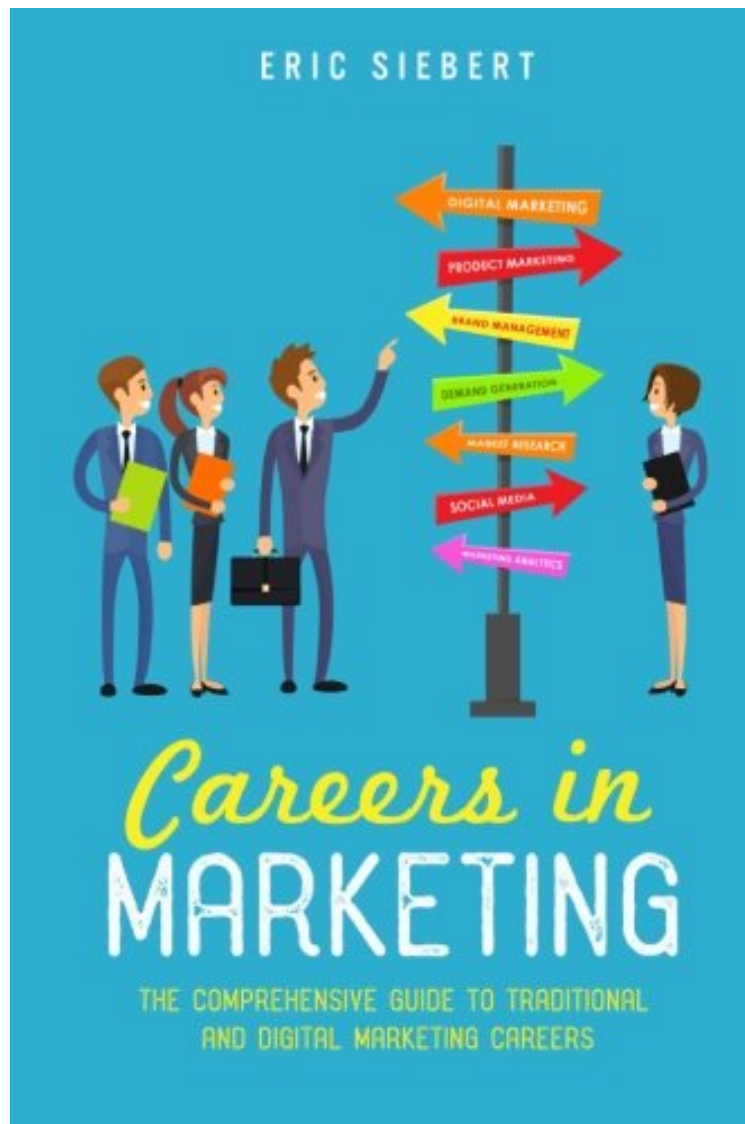


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Careers In Marketing: The Complete Guide to Marketing and Digital Marketing Careers

Eric Siebert

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Eric Siebert : Careers In Marketing: The Complete Guide to Marketing and Digital Marketing Careers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Careers In Marketing: The Complete Guide to Marketing and Digital Marketing Careers:

1 of 1 people found the following review helpful. Informative Marketing Career Book By Stella Carrier I must make it clear that I'm an amateur writer on who is not trying to undermine paid writers but who writes to help keep from going

idle and to allow myself to share/discuss what inspires and/or gets me thinking (yet I admit to finding it a compliment when I have been mistaken for a paid writer). This kindlebook *Careers in Marketing: The New Insider Book to Traditional and Digital Marketing Careers* by Eric Siebert contains details such as four of the main activities of marketers (such as the first one of customer and market insights). In part two Siebert generously shares some of the marketing careers available as well as the related titles. This is important because it gives ideas of other related career opportunities that may not be as apparent to an initial outsider. I also like that the sample a day in the life of are included (such as a day in the life of a product manager). 0 of 0 people found the following review helpful. I plan on going into a career in Digital Marketing but discovered it was difficult to understand what kind of internship would fit me best for the summer. *Careers in Marketing* proved to be a one-stop-shop for all of the information I needed regarding my search. With Pro-Con lists for every position and "Day in the life" descriptions the book eased many of my anxieties about my career after college. *Careers in Marketing* is clear, direct and easy to read. I highly recommend! 1 of 1 people found the following review helpful. Great resource for marketing majors coming out of undergrad. I recall being a marketing major out of undergrad and having very little understanding of what my options were for a career path. I knew there was a wide breadth of roles, but didn't know the details of what they did and thus where I wanted to focus in my initial job search. As an experienced marketing professional today, I can say that this book would have been really helpful for me back at that time.

'*Careers in Marketing*' is the only comprehensive and contemporary guide that clearly explains the many interesting, growing and well paying career opportunities in the field of marketing. This book is intended to help those considering a job change as well as those beginning their careers to better point their 'career compass' and make smarter choices about their future. '*Careers in Marketing*' is divided into four sections based on the key activities of marketing: Marketing Insights, Marketing Planning, Marketing Execution and Marketing Optimization. The most relevant digital and traditional marketing roles are described across each of these activities. Each role includes detailed descriptions of both traditional and digital marketing roles including key job responsibilities and an 'insider view' of the day to day realities of the job. The pros and cons of each role is also described along with key success criteria, salary information, a typical career path as well as guidance on how to land one's first job. The traditional marketing roles detailed in the book include marketing research management, brand management, product management, advertising and media management, shopper marketing, demand generation, lead generation, customer relationship marketing, consumer promotion, trade promotion, direct marketing, event marketing, marketing analytics and marketing operations management. Digital marketing career options discussed include e-commerce, search engine marketing, web communications management, digital marketing communications, social media marketing, inbound marketing and digital analytics. Consider *Careers in Marketing* your personal guide for navigating today's complex world of marketing. A guide that will help you make smarter choices about that career path that's best for you.

About the Author '*Careers in Marketing*' author Eric Siebert has worked for over thirty years in marketing in some of the world's largest and most successful companies including Samsung Electronics, IBM Corporation and Unilever. He has worked for fifteen years in senior traditional brand marketing roles as well as fifteen years in senior digital marketing across consumer goods, technology, media entertainment and healthcare industries. Eric Siebert is currently Vice President of Global Digital Marketing Brand Strategy with Boston Scientific and serves as an adjunct professor of marketing at Bentley University.