

Web Marketing Today

10 New Books on Web Marketing

JANUARY 7, 2013 • KEVIN WEBSTER

If you're looking for a 2013 web marketing resolution, consider reading a few books that can assist you in bettering your online campaigns. From social media strategy, to market segmentation, to simply connecting with the world through the web, there are subject matter experts and thought leaders publishing new and updated work regularly.

Here are 10 new books on web marketing, all published in December 2012, that can push your Internet strategy to new levels next year.

Market Segmentation: How to Do It and How to Profit from It

by Malcolm McDonald



Market Segmentation: How to Do It and How to Profit from It, by Malcolm McDonald

Malcolm McDonald, Emeritus Professor at Cranfield University School of Management, published the 4th Edition of this book. In it, McDonald offers a systematic approach to getting market segments right, and enjoying the profitability of identifying customer groups and their intrinsic needs. *Amazon price: \$46.11.*

Webs of Influence: The Psychology of Online Persuasion

by Nathalie Nahai





Webs of Influence: The Psychology of Online Persuasion, by Nathalie Nahai

In her first book, Nathalie Nahai, a London-based consultant, relies upon her background in psychology and digital strategy to show business owners cutting-edge techniques for connecting with, and understanding, their current and potential customers. *Amazon price: \$33.50*

—

Emarketing Excellence

by Dave Chaffey and P.R. Smith



Emarketing Excellence, by Dave Chaffey and P.R. Smith

Now in its 4th Edition, Chaffey and Smith's latest volume combines established approaches with insights on how to reach new audiences with them through mobile and other new mediums. Dave Chaffey is an author, speaker, and consultant in digital marketing. Paul Smith is a consultant and speaker working with a wide range of public and private sector entities. *Amazon price: \$49.60.*

—

Digital Marketing for Everyone

by Eric Morrow and Shannon Chirone



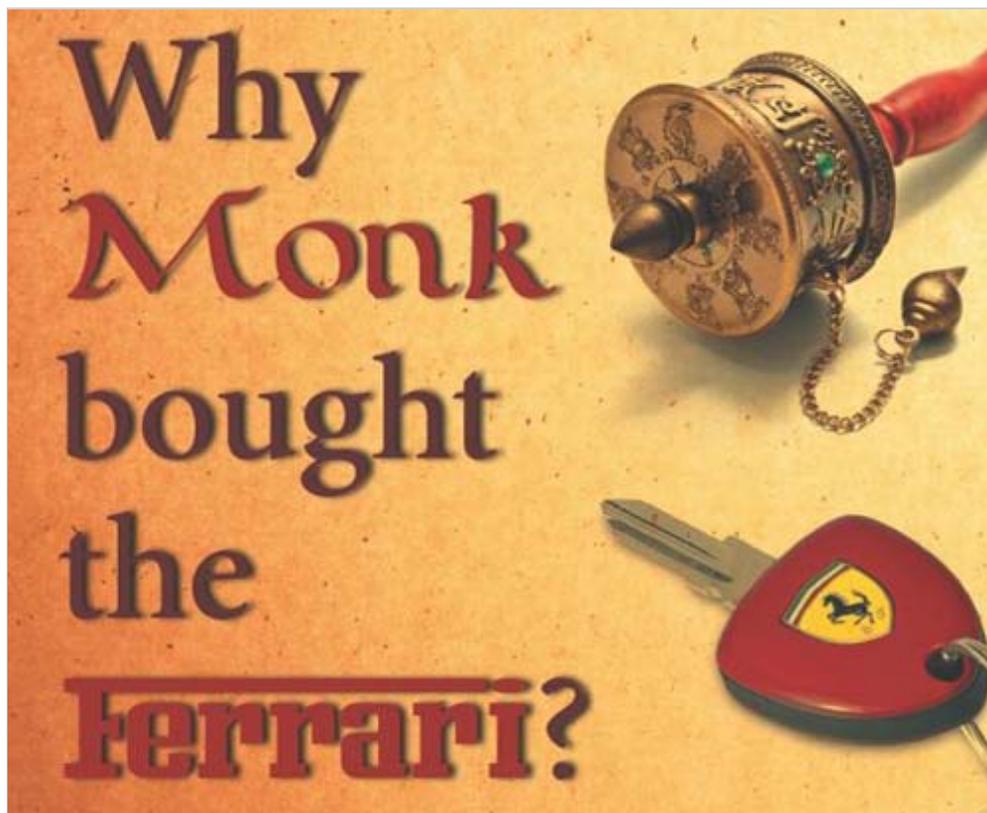
FOR EVERYONE

Digital Marketing for Everyone, by Eric Morrow and Shannon Chirone

Eric Morrow is the website manager at SmarterQuestions.org, which promotes the social media presence of Oracle. Along with contributor Shannon Chirone of Two Tomatoes Records, LLC, Morrow paints a broad picture of the modern web marketing landscape, and points small business owners and entrepreneurs towards sensible strategies they can use to grow online. *Amazon price: \$9.99.*

Why Monk bought the Ferrari?

by Nitish Rai Gupta



Why Monk bought the Ferrari? by Nitish Rai Gupta

Formerly with Proctor and Gamble International Operations, Gupta delivers stories of how big companies leverage their brand capital to expand into new markets, as well to remain relevant in an increasingly competitive world. *Amazon price: \$11.50.*

Maximum Success with LinkedIn

by Dan Sherman



Maximum Success with LinkedIn, by Dan Sherman

A trainer and consultant, Dan Sherman relies on 20 years of marketing experience to help companies use LinkedIn to connect with more customers. He explains how to build a personal brand on LinkedIn, which can assist in both customer acquisition, as well as in positioning you as a market leader. *Amazon price: \$15.60.*

Digital Wisdom: Thought Leadership for a Connected World

by Shelly Palmer



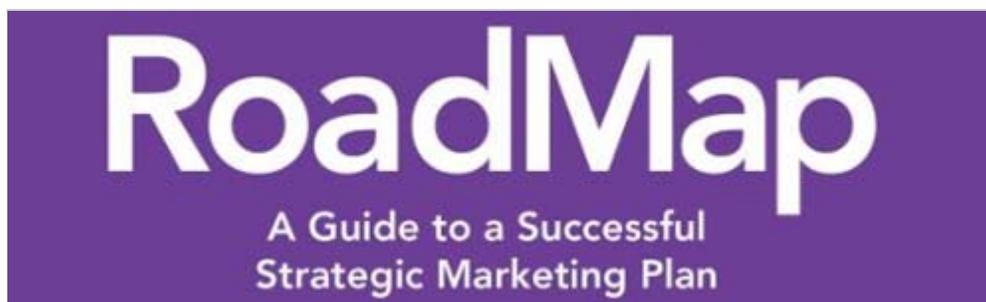


Digital Wisdom: Thought Leadership for a Connected World, by Shelly Palmer

As Fox 5 New York's on-air tech personality, Shelly Palmer hosts a show entitled Digital Living. This book is penned more so from the customer perspective on engaging others in an increasingly connected environment. By understanding that way of thinking, marketers can learn to stand out in the crowd. *Amazon price: \$19.95.*

RoadMap: A Guide to a Successful Strategic Marketing Plan

by Scott Harris

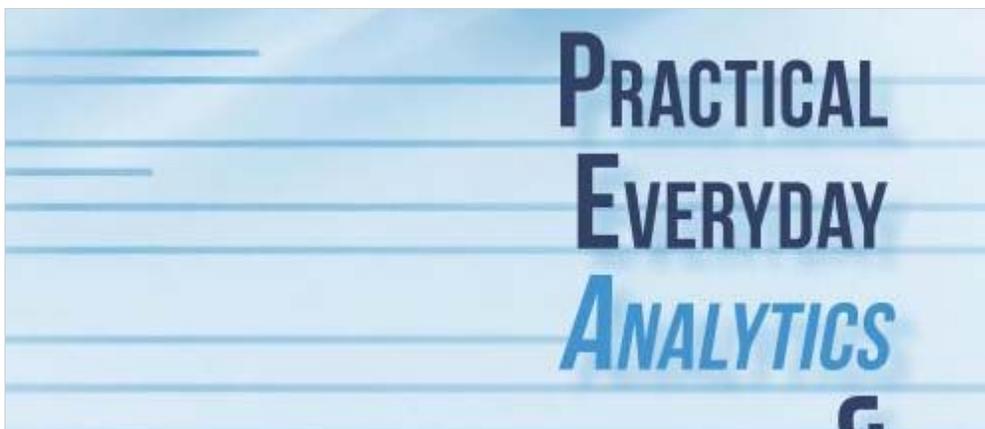


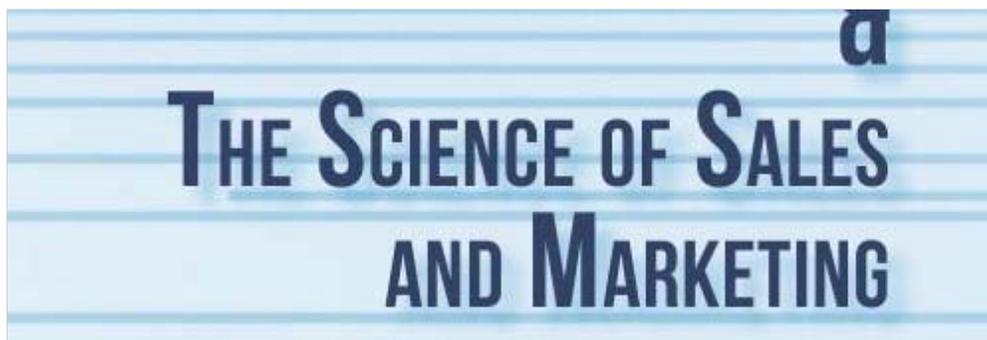
RoadMap: A Guide to a Successful Strategic Marketing Plan, by Scott Harris

Scott Harris has 25 years of experience in business, both in marketing strategy and creative services. In his new book, Harris outlines 11 key steps a company should consider in developing an iron clad marketing strategy, online and off. *Amazon price: \$18.00.*

Practical Everyday Analytics & The Science of Sales and Marketing

by Neil J. Mahoney





Practical Everyday Analytics & The Science of Sales and Marketing, by Neil J. Mahoney

Neil Mahoney has over 30 years of sales and marketing experience with companies such as General Electric and Bausch & Lomb. In his second book, Mahoney illustrates how modern day analytics can determine if your value proposition is really working. *Amazon price: \$24.95.*

E-Business Success

by K. L. Graham



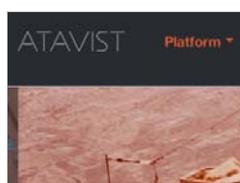
E-Business Success, by K L Graham

While working for her start-up web development and information technology firm, Sirius Web Solutions, K. L. Graham has assisted many companies in creating an effective web presence. In her new book, she outlines the entire process specifically for a company looking to develop a website for the first time. *Amazon price: \$10.99.*

Read More



[25 Top Articles for 2012](#)



[11 Tools for Ebook Publication and](#)

Distribution



13 Free Image
Editing Tools



7 Web Marketing
Blog Posts for 2013

Previous Article

[Is Cookie Rejection Ruining Analytics
Data?](#)

Next Article

[Google Analytics: What Not To Do](#)

[About Us](#) • [Contact](#) • [Editorial Policy](#) • [Advertising](#) • [Privacy Policy](#) • [Conditions of Use](#)

Copyright © 1995-2013 Web Marketing Today. All Rights Reserved.