

## Book Review: Marketing digital y comercio electrónico

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The second edition of *Marketing digital y comercio electrónico* establishes it as the most complete, advanced and thorough work on marketing and digital technology in Spanish. The book discusses the most influential conceptual frameworks and models in marketing in theoretical and practical terms – based on the results of empirical research, good practices and successful business initiatives.

The structure of the book follows the development of digital marketing. This new edition provides a broader perspective on the converging concepts of marketing and digital marketing. Thus, market orientation, relationship marketing, omnichannel marketing, service-dominant logic and consumer engagement are the backbone themes, without losing sight of the fact that technology is at the heart of digital marketing. It also identifies future trends in value exchange in digital markets, both in the more traditional forms of B2C and B2B relations, and among consumers and a variety of organizations.

The first chapter provides a comprehensive overview of the nature and scope of digital marketing and e-commerce. It offers a new approach to presenting digital media, gives an overview of the more established digital technologies and explores more recent ones, such as blockchain and artificial intelligence, and how they can help create value in marketing.

The second chapter examines marketing strategy in the digital ecosystem and it pays particular attention to two new topics: the digital marketing strategic process and the engaged consumer. The former is defined within the context of general business strategy and the omnichannel marketing strategy. The second section provides a thorough assessment of what companies can

offer so that consumers become a value element for their brands. Next, the discussion of relationship marketing and CRM maintains their credentials as an essential strategy, culminating in key performance indicators to assess the success of marketing initiatives.

The third chapter focuses on the connected consumer. Consumer empowerment is approached via the most recent scientific findings, such as the intrapersonal and interpersonal aspects that underlie consumer connectivity. The analysis also includes mental and sensory ideas, providing a new perspective for companies to understand the psychological processes and experiences involved in consumption and thereby to improve their digital marketing initiatives.

The fourth chapter examines a wide variety of methods and tools for digital marketing research. It comments on new approaches to previously consolidated techniques, such as sampling methods for online surveys and neuromarketing for experimentation, and it introduces the future debate on how artificial intelligence helps optimize market research.

The fifth chapter presents decisions on products, brands and prices in the digital ecosystem. Clearly, companies need to offer an effective value proposal to consumers, while encouraging them to jointly build an even more attractive value proposal. This not only furthers the debate on the role of consumers' trust in the brand and their ability to add value but also opens up new perspectives on the topic. The chapter also covers approaches to dynamic pricing strategies, in particular using learning algorithms that lead to highly dynamic competitive pressure.

Digital marketing communication is discussed over two chapters, one on company media and the other on third-party media. The first chapter examines integrated digital marketing communication, marketing communication in owned media and the most recent principles of content marketing and optimization. The second chapter shows how companies can use paid and earned media in their integrated marketing communications. Advertising continues to play a leading role in paid media, as well as eWOM and viral marketing. Also the brand trust and credibility built in earned media are analysed.

The last chapter provides an overview of marketing channel decisions. It examines the essential elements of ecommerce, such as types of intermediaries and aspects of security, explores recent trends, such as social commerce and the more pioneering digital technologies for physical stores, and studies in detail the value strategies that enable consumers to benefit from an omnichannel shopping experience.

Despite the greater complexity of the digital ecosystem, the author provides a clear and entertaining presentation of the latest advances in digital marketing theory and practice and related technology. Thanks to the examples from business, readers will find her work trustworthy, credible and captivating, and feel motivated to become part of the omnichannel experiences the book describes.