

# Digital Marketing Strategy Reading List



**FOReSiGHT**

Erasmus+ Programme – Strategic Partnership Project:  
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# Books

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["Digital Marketing For Dummies" by Ryan Deiss & Russ Henneberry](#)

["Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger](#)

["Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey & Fiona Ellis-Chadwick](#)