

Emarketing The Essential Guide To Marketing In A Digital World

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About the Contributors Author. Rob Stokes earned his Business Science Degree at the University of Cape Town and is the 2009 Bookmarks Winner for the Best Individual Contribution to Digital award.His Marketing Honors Thesis, which focused on the topic of email marketing, led to development of the company Quirk eMarketing, which he currently is the CEO of.

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In writing eMarketing: The Essential Guide to Online Marketing, marketing guru Rob Stokes consolidated eleven years of real online marketing experience at Quirk into a full length textbook, drawing from both academic theory and practical experience.

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