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Ryan has written eight books published by Kogan Page, including the bestselling Understanding Digital Marketing. He was awarded The Golden Spider Award for Outstanding Contribution to the Digital Sector in 2019, further cementing his influence as a global commentator on all things digital.

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Damian Ryan is a digital media and marketing expert who has been working at the forefront of the media industry for 27 years. He established the first digital agency in the United Kingdom and Ireland in 1997 before moving into corporate finance as a digital media specialist.

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Damian Ryan is founder and chairman of The Global Academy of Digital Marketing, a collaborative movement comprised of digital marketers seeking knowledge, case studies, contacts and credible data to help them prosper.He is also a partner with Mediaventura, the UK's leading corporate finance firm for the TIME (Technology, Internet, Media and Entertainment) sector.

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the digital generation Damian Ryan A KoganPage . CONTENTS Preface x About the author xvii ... Understanding the digital consumer 26 The four Ps of marketing and the 10 Ps of digital marketing 31 Eyes on the prize 32 Bringing it all together 34 Case study: Kwik Fit 34

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View Damian Ryan's profile on LinkedIn, the world's largest professional community. ... "Understanding Digital Marketing" . I'm currently working on the 5th edition which will be published in 12 languages. Nice to get endorsement from Harvard on the previous edition.

**Damian Ryan - Media and Tech Expert - BDO UK LLP | LinkedIn**  
Damian Ryan is a pioneer of digital. Based in London, UK, he started out as a media innovator with over 50 magazines under his belt and became one of the first individuals globally to start placing banner ads on websites back in the early 90s.

**Damian Ryan - About the Author - Kogan Page**  
<p>The world of digital media is constantly changing, as technologies continue to transform the way we interact and communicate on a global scale. In this climate, <b></b>Understanding Digital Marketing</i></b> provides a practical, no-nonsense guide to digital marketing, from strategy and digital transformation to best-practice basics and trends. Clear, informative and packed with case studies ...

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