

business radio siriusxm

business radio siriusxm has revolutionized the way businesses communicate and engage with their audience. As a leader in satellite radio, SiriusXM offers a dedicated platform for business owners, professionals, and entrepreneurs to access tailored content that meets their specific needs. This article will delve into the features, benefits, and programming options available through business radio SiriusXM, helping you understand why it is an invaluable resource for modern businesses. We will explore its various channels, the advantages of using satellite radio for business purposes, and how it can enhance your company's communication strategy. Furthermore, we will provide insights into how to get started with SiriusXM for your business and address common questions surrounding the service.

- Understanding Business Radio SiriusXM
- Key Features of Business Radio SiriusXM
- Benefits of Using SiriusXM for Business
- Programming Options Available
- How to Get Started with Business Radio SiriusXM
- FAQs About Business Radio SiriusXM

Understanding Business Radio SiriusXM

Business radio SiriusXM is a specialized division of SiriusXM that focuses on providing content tailored to business audiences. This service encompasses a wide range of programming that includes news, talk shows, and educational content designed to help businesses thrive. With channels dedicated to various industries, business radio SiriusXM ensures that users receive relevant information pertinent to their specific fields. By leveraging satellite technology, the service offers reliable coverage and high-quality audio, making it an ideal choice for busy professionals and organizations.

SiriusXM's business radio service is available in various formats, including in-car receivers, desktop applications, and mobile apps. This flexibility allows businesses to stay connected and informed, whether they are on the road, in the office, or working remotely. The wide range of topics covered by business radio SiriusXM makes it a versatile tool for enhancing workplace productivity and engagement.

Key Features of Business Radio SiriusXM

Business radio SiriusXM offers a variety of features that cater to the needs of modern businesses. Understanding these key features can help businesses maximize their use of the service.

Comprehensive Programming

The programming offered by business radio SiriusXM covers a broad spectrum of topics, including finance, entrepreneurship, marketing, and technology. This ensures that users can find content that is relevant and beneficial to their specific business needs. The channels are designed to provide insights from industry leaders and experts, making it easier for businesses to stay informed about trends and best practices.

High-Quality Audio

One of the standout features of SiriusXM is its commitment to high-quality audio. Unlike traditional AM/FM radio, which can suffer from static and interference, SiriusXM delivers crystal-clear sound. This is particularly important for business settings where clarity of information is crucial. Whether listening in the office or during a commute, the quality of the audio enhances the overall experience.

Multi-Platform Access

Business radio SiriusXM is accessible through multiple platforms, including vehicles, smartphones, tablets, and desktop computers. This multi-platform accessibility ensures that businesses can stay connected no matter where they are or what device they are using. The mobile app allows users to listen on the go, making it convenient for busy professionals.

Benefits of Using SiriusXM for Business

Implementing business radio SiriusXM can provide several advantages for organizations looking to enhance their communication and engagement strategies. Here are some key benefits:

- **Increased Productivity:** Listening to informative content while working can help employees stay engaged and motivated, leading to increased productivity.
- **Access to Expert Insights:** Business radio SiriusXM features industry experts who share valuable insights and advice that can inform business

decisions.

- **Improved Employee Morale:** Providing an engaging audio experience can enhance the workplace atmosphere, leading to improved employee morale.
- **Customizable Content:** Businesses can choose specific channels that align with their industry, ensuring they receive the most relevant information.
- **Time Efficiency:** With SiriusXM, professionals can consume information quickly and efficiently, whether during a commute or while working.

Programming Options Available

The programming options available through business radio SiriusXM are diverse and cater to various interests and industries. Here are some of the key channels and types of programming:

Business and Finance

Channels dedicated to business and finance feature programming that covers market trends, investment strategies, and economic analysis. This content is crucial for business professionals seeking to stay informed about financial developments.

Entrepreneurship and Startups

Programming focused on entrepreneurship provides valuable insights for startups and small business owners. This includes interviews with successful entrepreneurs, tips for starting a business, and discussions on overcoming common challenges.

Technology and Innovation

Channels that focus on technology offer discussions about the latest innovations, tech trends, and how technology impacts various industries. This is essential for businesses looking to leverage technology for growth.

How to Get Started with Business Radio SiriusXM

Getting started with business radio SiriusXM is straightforward. Here are the steps to begin utilizing this service for your business:

1. **Choose Your Package:** Review the various subscription packages available and select one that fits your business needs.
2. **Set Up Your Account:** Create an account on the SiriusXM website or mobile app, following the prompts to input your business information.
3. **Download the App:** For mobile access, download the SiriusXM app on your smartphone or tablet.
4. **Explore the Channels:** Browse through the available channels and programming to find content that is relevant to your business.
5. **Start Listening:** Once set up, you can begin listening to business radio SiriusXM anytime, anywhere.

FAQs About Business Radio SiriusXM

Q: What types of content can I expect from business radio SiriusXM?

A: You can expect a wide range of content, including news, expert interviews, industry analysis, and discussions on topics relevant to business and finance, entrepreneurship, and technology.

Q: How can business radio SiriusXM benefit my employees?

A: Business radio SiriusXM can enhance employee engagement, provide valuable insights, and improve workplace morale, leading to increased productivity.

Q: Is the audio quality of SiriusXM better than traditional radio?

A: Yes, SiriusXM offers high-quality audio with minimal static or interference, making it superior to traditional AM/FM radio.

Q: Can I access SiriusXM content on multiple devices?

A: Yes, business radio SiriusXM is accessible on various platforms, including in-car receivers, smartphones, tablets, and desktop computers.

Q: How do I subscribe to business radio SiriusXM?

A: You can subscribe by visiting the SiriusXM website, reviewing the available packages, and creating an account to set up your subscription.

Q: Are there specific channels for different industries?

A: Yes, SiriusXM offers channels dedicated to various industries, ensuring that listeners can find content that is most relevant to their field.

Q: Can I customize my listening experience?

A: Yes, you can choose specific channels that align with your business interests, allowing for a tailored listening experience.

Q: Is business radio SiriusXM suitable for small businesses?

A: Absolutely. Business radio SiriusXM is beneficial for businesses of all sizes, providing valuable insights and content that can help small businesses grow and thrive.

Q: What if I encounter technical issues with SiriusXM?

A: SiriusXM provides customer support that can assist with any technical issues or questions you may have regarding your subscription or the service.

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satellite broadcasting, streaming and podcasting, John Allen Hendricks and Bruce Mims examine radio and its future within a framework of existing and emerging technologies. The companion website is new revised with content for instructors, including an instructors' manual and test questions. Students will discover an expanded library of audio interviews with leading industry professionals in addition to practice quizzes and links to additional resources.

business radio siriusxm: Media Today Joseph Turow, 2022-09-13 This eighth edition of Joseph Turow's pathbreaking media textbook uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. It teaches students to think critically about the role of media, and what these changes mean for their lives. The book's media systems approach helps students to look carefully at how media content is created, distributed, and exhibited in the new world that the digital revolution has created. From news media to video games and social networking to mobile platforms, it provides students with the tools they need to understand and critique the media they encounter and consume. The first part examines the media world as a whole, while the second delves deep into key media industries, such as the movie, television, and video game industries. This new edition includes critical expanded coverage of social media, new forms of both audio and audiovisual media and international case studies, as well as updated figures, tables, and pedagogy, including key terms and further activities. Media Today is an excellent introduction to the world of media in the digital age, perfect for students seeking a solid grounding in media studies. Extensive pedagogical materials also make this a highly teachable book, well suited to the classroom. The accompanying website has also been updated with new student and instructor resources, including chapter recaps, recommended readings, and instructor's manual. For more information on the changes in this latest edition, please click [here](#).

business radio siriusxm: The Edge Michael Useem, 2021-06-22 "If you're not living on the edge, you're taking up too much space." —Jim Whittaker, first American to climb Mt. Everest A leader's job—in a radically changing world—is standing on the cliff edge, getting a grip on unfamiliar landscapes, and acquiring the skills for leading the enterprise into new territory. In a world facing the unprecedented challenges of global pandemic and economic disruption, every leader needs to find the edge for leaping across the breach and breaking new ground on the other side. Michael Useem provides rare insight into how ten leaders confronted hard realities. He looked close-in at the lide and work of people such as Bill McNabb of Vanguard, Jeffrey Lurie of the Philadelphia Eagles, Alex Gorsky of Johnson & Johnson, and Tricia Griffith of Progressive Insurance. His "you are there" profiles chronicle fateful decisions such as: Meeting the concerns of a next-generation workforce that considers inclusiveness an integral part of business Developing a strategy for growth in a market that is cratering Escaping the confines of an insane, always-on, 24/7 world to learn about the real, granular changes happening in the marketplace Useem's profiles of leaders on the edge provide the inspiration and the guidance we all need for adapting and thriving in an era of massive disruption and continuous transformation.

business radio siriusxm: Electronic Media Norman J. Medoff, Barbara K. Kaye, 2016-12-01 Electronic Media: Then, Now, and Later provides a synopsis of the beginnings of electronic media in broadcasting and the subsequent advancements into digital media. The Then, Now, and Later approach focuses on how past innovations laid the groundwork for changing trends in technology, providing the opportunity and demand for evolution in both broadcasting and digital media. An updated companion website provides links to additional resources, chapter summaries, study guides and practice quizzes, instructor materials, and more. This new edition features two new chapters: one on social media, and one on choosing your entertainment and information experience. The then/now/later thematic structure of the book helps instructors draw parallels (and contracts) between media history and current events, which helps get students more engaged with the material. The book is known for its clear, concise, readable, and engaging writing style, which students and instructors alike appreciate. The companion website is updated and offers materials for instructors (an IM, PowerPoint slides, and test bank)

business radio siriusxm: Race and Sports Rachel Laws Myers, 2021-01-19 This work is a

welcome compilation that will be of use to anyone interested in the impact of race in sports and on society as a whole. – Booklist This all-in-one resource provides a wide-ranging overview of the history of race relations in American sports, from the nation's decades of segregation to today's thoroughly integrated teams and sports. It explores the history of minority involvement in sports at every level: the barriers broken, the stereotypes that have been shattered, and the challenges that many athletes of color still face. The volume opens by providing extensive background on the topic of race and sports in American history before moving on to an extended discussion of specific controversies, problems, and events related to race and sports. Essays from a range of perspectives on the intersection of sports and race are featured, as well as biographical profiles of notable individuals and organizations, from Colin Kaepernick to Simone Biles. Other features include a detailed chronology of events, an annotated bibliography of sources for further study, and a glossary of terms.

business radio siriusxm: LinkedIn Profile Optimization For Dummies Donna Serdula, 2020-03-31 Give your LinkedIn profile the makeover it deserves—and get the attention you deserve. Look at your profile: you know it could be a little better. Too many LinkedIn users are just posting a basic resume and hoping for the offers to come flooding in, missing out on the incredible opportunity the platform offers to properly showcase their talents, products, and services to 610 million professionals in over 200 countries. LinkedIn is way more than a resume tool—to display your professional past and present—it's also your career future and personal brand. Used to its fullest extent, it helps you demonstrate the unique value and culture you provide, the skills and aspirations that make you different, to get the outcomes you truly want. But how's it done? Profile branding expert Donna Serdula pioneered the concept of LinkedIn Profile Optimization and through her Website, LinkedIn-Makeover.com, has helped over 5000 professionals use LinkedIn to achieve increased success. In this guide she applies that experience to help you use all of LinkedIn's capabilities to meet your goals, whether they be job search, reputation management, or sales—including how to: Create a memorable, successful profile Optimize personal keywords Showcase your experience, accomplishments, and unique value Use LinkedIn features to grow your network and more You never get a second chance to make a first impression—and people are Googling you right now: Get a fresh online look and get results!

business radio siriusxm: Music in Orbit Brian Fauteux, 2025-03-11 Years before the advent of music streaming, Sirius and XM established satellite radio services that attracted paying subscribers through their ever-expanding lineup of niche music channels and exclusive celebrity-hosted programming. Music in Orbit is the first book to explore how satellite radio bridges legacy broadcast music radio and streaming platforms, serving as both precursor and integral player in today's streaming media environment. Arguing for the ongoing significance of radio in the digital age and the pernicious effects of monopoly power on the vibrancy of contemporary music industries, Music in Orbit offers essential context for the serious problems now facing working musicians, music consumers, and music communities.

business radio siriusxm: Sport Matters Kenneth L. Shropshire, 2021-02-17 Donald Sterling. Ray Rice. The Washington Redskins. The Miami Dolphins. NCAA Athletes. These names, among countless others, have blanketed the headlines as the media has brought global attention to several recent sports controversies. Now, Kenneth L. Shropshire, The Wharton School of the University of Pennsylvania professor of Legal Studies and Business Ethics and Director of the Wharton Sports Business Initiative, uses these stories as a prism for exploring the leadership challenges facing team owners, management, players, and fans. In Sport Matters: Leadership, Power, and the Quest for Respect in Sports, Shropshire examines the need for diversity, inclusion, respect, and equality in sports, focusing on the need for leadership to embrace and deliver these principles in a real and tangible way within the sports industry. He also introduces the Sports Power Matrix, a framework for understanding power within the sports industry. Sport Matters addresses what the Donald Sterling drama can teach us about race and the need for inclusion at the ownership level; the lessons learned from the NFL and Ray Rice case; the Washington Redskins name and the economics

of change; what the Miami Dolphins matter tells us about respect in the workplace and beyond; and compensation and equality in amateur sports. *Sport Matters*, filled with disturbing revelations and uncomfortable truths, also provides hope, revealing how obstacles to achieving an ideal culture of equality and respect within the sports industry can be removed. Shropshire argues that while change matters, continued emphasis on diversity, inclusion and respect is needed to create true progress.

business radio siriusxm: *Fortune Makers* Michael Useem, Harbir Singh, Liang Neng, Peter Cappelli, 2017-03-14 *Fortune Makers* analyzes and brings to light the distinctive practices of business leaders who are the future of the Chinese economy. These leaders oversee not the old state-owned enterprises, but private companies that have had to invent their way forward out of the wreckage of an economy in tatters following the Cultural Revolution. Outside of brand names such as Alibaba and Lenovo, little is known, even by the Chinese themselves, about the people present at the creation of these innovative businesses. *Fortune Makers* provides sharp insights into their unique styles -- a distinctive blend of the entrepreneur, the street fighter, and practices developed by the Communist Party -- and their distinctive ways of leading and managing their organizations that are unlike anything the West is familiar with. When Peter Drucker published *Concept of the Corporation* in 1946, he revealed what made large American corporations tick. Similarly, when Japanese companies emerged as a global force in the 1980s, insightful analysts explained the practices that brought Japan's economy out of the ashes -- and what managers elsewhere could learn to compete with them. Now, based on unprecedented access, *Fortune Makers* allows business leaders in the United States and the rest of the West to understand the essential character and style of Chinese corporate life and its dominant players, whose businesses are the foundation of the domestic Chinese market and are now making their mark globally.

business radio siriusxm: *Clocking Out* Raymond Lee, 2020-08-03 Career change can be daunting, but it also offers powerful opportunities for growth. *Clocking Out* provides a fresh framework for navigating career transitions by helping readers assess their personal power, mindset and agility. Through ten compelling real-life stories, the book explores how key elements - choice, mindset, trust and adaptability - interact during periods of change. Each story reveals lessons and strategies for making intentional decisions and building confidence during professional shifts. Perfect for anyone contemplating a career move or reevaluating their direction, this book offers both inspiration and practical guidance for taking the next step.

business radio siriusxm: *Music and Technology* James E. Perone, 2022-05-18 This book introduces readers to the most significant technological developments in music making and listening, including such topics as metronomes and the development of music notation as well as synthesizers, the latest music collaboration apps, and other 21st-century technologies. Rather than focusing on technical and mechanical details, *Music and Technology: A Historical Encyclopedia* features the sociological role of technological developments by highlighting the roles they have played in society throughout time. Students and music fans alike will gain valuable insight from this alphabetized encyclopedia of the most significant examples of technological changes that have impacted the creation, production, dissemination, recording, and/or consumption of music. The book also contains a chronology of milestone events in the history of music and technology as well as sidebars that focus on several key individual musicians and inventors.

business radio siriusxm: *Radio's Second Century* John Allen Hendricks, 2020-03-13 Winner of the 2022 Broadcast Education Association Book Award One of the first books to examine the status of broadcasting on its one hundredth anniversary, *Radio's Second Century* investigates both vanguard and perennial topics relevant to radio's past, present, and future. As the radio industry enters its second century of existence, it continues to be a dominant mass medium with almost total listenership saturation despite rapid technological advancements that provide alternatives for consumers. Lasting influences such as on-air personalities, audience behavior, fan relationships, and localism are analyzed as well as contemporary issues including social and digital media. Other essays examine the regulatory concerns that continue to exist for public radio, commercial radio,

and community radio, and discuss the hindrances and challenges posed by government regulation with an emphasis on both American and international perspectives. Radio's impact on cultural hegemony through creative programming content in the areas of religion, ethnic inclusivity, and gender parity is also explored. Taken together, this volume compromises a meaningful insight into the broadcast industry's continuing power to inform and entertain listeners around the world via its oldest mass medium--radio.

business radio siriusxm: Connect First: 52 Simple Ways to Ignite Success, Meaning, and Joy at Work Melanie Katzman, 2019-10-22 #1 WALL STREET JOURNAL BESTSELLER • USA TODAY BESTSELLER A renowned business psychologist, advisor, and consultant to the world's leading companies reveals the key to greater success, meaning, and joy at work Technology has enabled us to be more interconnected today than ever before. So why do so many of us feel isolated and undervalued at work? Why does it feel like something is missing? It doesn't have to be this way. In these rapidly changing, challenging times, how do we--YOU--develop the intuition, self-awareness, and interpersonal agility required to prosper? Here's what we've lost track of: organizations are run by people, and people run on emotions. Strong relationships are the bedrock of lasting success, meaning, and joy at work. In this life-changing guide, Dr. Melanie Katzman shows you an impactful approach to connect first as fellow humans, then as coworkers and colleagues, to forge the deep bonds that make a significant difference. Learn how to: • Establish respect and make others feel valued • Engage all of your senses to create a truly inclusive culture • Become popular and be the person everyone wants to work with • Grow loyalty by making it about them--your coworkers • Resolve conflicts by remaining curious and open with others • Fight fear (and prepare for the future) by stepping outside your comfort zone and experimenting with new ideas • Have a big impact by leveraging your platform, living your values, and leading the change Dr. Katzman presents 52 actions you can take immediately to create a deeply rewarding work life by connecting to yourself, your organization, and the world at large. These are the same powerful techniques she has used with leaders and employees at the world's top companies to enhance productivity and foster fulfillment and joy at work--the hallmarks of true success.

business radio siriusxm: Music Licensing Under Title 17 United States. Congress. House. Committee on the Judiciary. Subcommittee on Courts, Intellectual Property, and the Internet, 2014

business radio siriusxm: Pick Three Randi Zuckerberg, 2024-04-16 A New York Times bestseller! In this motivational handbook--both a business how-to and self-help guide--the New York Times bestselling author of *Dot Complicated* takes on the fallacy of the well-balanced life, arguing that the key to success is learning to be well-lopsided. Work. Sleep. Fitness. Family. Friends. Pick Three. In an increasingly demanding world, we've been told that we can do everything--maintain friendships, devote ourselves to work, spend time with family, stay fit, and get enough sleep. We just need to learn to balance it all. Randi Zuckerberg doesn't believe in being well-balanced. We can't do it all every day, she contends, and trying to do so only leaves us frustrated and feeling inadequate. But we can succeed if we Pick Three. Randi first introduced the concept of Pick Three in a tweet--*The Entrepreneur's Dilemma*--that went viral. Now, in this book, she expands on her philosophy and inspires others to follow her lead. From entrepreneurs to professionals, busy parents to students, Randi can help everyone learn to reject the unrealistic burden of balance and enjoy success in their own lives--by picking the most important areas to focus on in any given day. This practical handbook includes stories from Randi's career learning that there's no such thing as a perfect balance--as well as insights and examples from other professionals at the top of the biggest businesses in Silicon Valley, new moms searching for permission to focus on family, and recent graduates convinced they should have it all under control, including Arianna Huffington, Reshma Saujani, Laurie Hernandez, and Brad Takei. We can't have it all every day, and that's okay, Randi reminds us. Pick Three is her much-needed guide to learning to embrace the well-lopsided life.

business radio siriusxm: Youth and Media Andy Ruddock, 2013-03-21 When societies worry about media effects, why do they focus so much on young people? Is advertising to blame for binge drinking? Do films and video games inspire school shootings? Tackling these kinds of questions,

Youth and Media explains why young people are at the centre of how we understand the media. Exploring key issues in politics, technology, celebrity, advertising, gender and globalization, Andy Ruddock offers a fascinating introduction to how media define the identities and social imaginations of young people. The result is a systematic guide to how the notion of media influence 'works' when daily life compels young people to act out their relationships through media content and technologies. Complete with helpful chapter guides, summaries and lively case studies drawn from a truly global context, Youth and Media is an engaging and accessible introduction to how the media shape our lives. This book is ideal for students of media studies, communication studies and sociology.

business radio siriusxm: Customer Success Nick Mehta, Dan Steinman, Lincoln Murphy, 2016-02-16 Your business success is now forever linked to the success of your customers Customer Success is the groundbreaking guide to the exciting new model of customer management. Business relationships are fundamentally changing. In the world B.C. (Before Cloud), companies could focus totally on sales and marketing because customers were often 'stuck' after purchasing. Therefore, all of the 'post-sale' experience was a cost center in most companies. In the world A.B. (After Benioff), with granular per-year, per-month or per-use pricing models, cloud deployments and many competitive options, customers now have the power. As such, B2B vendors must deliver success for their clients to achieve success for their own businesses. Customer success teams are being created in companies to quarterback the customer lifecycle and drive adoption, renewals, up-sell and advocacy. The Customer Success philosophy is invading the boardroom and impacting the way CEOs think about their business. Today, Customer Success is the hottest B2B movement since the advent of the subscription business model, and this book is the one-of-a-kind guide that shows you how to make it work in your company. From the initial planning stages through execution, you'll have expert guidance to help you: Understand the context that led to the start of the Customer Success movement Build a Customer Success strategy proven by the most competitive companies in the world Implement an action plan for structuring the Customer Success organization, tiering your customers, and developing the right cross-functional playbooks Customers want products that help them achieve their own business outcomes. By enabling your customers to realize value in your products, you're protecting recurring revenue and creating a customer for life. Customer Success shows you how to kick start your customer-centric revolution, and make it stick for the long term.

business radio siriusxm: Now Media Norman J. Medoff, Barbara K. Kaye, 2025-05-06 Now in its fifth edition, this book is one of the leading texts on the evolution of electronic mass communication in the last century, giving students a clear understanding of how the media of yesterday shaped the media world of today. Now Media provides a comprehensive view of the development of media and the subsequent advancements into 'now' digital media. Each chapter is organized chronologically, starting with print, radio, and television, then moving to the 'now media' of today, and finally exploring possibilities for the media of the future. Topics include the rise of social media, uses of personal communication devices, the film industry, virtual reality, digital advertising, and the innovations that laid the groundwork for 'now media.' This fully updated fifth edition features new chapters on video games and the business of, and careers in, 'now media.' Discussions on rapidly evolving 'now media' stakeholders, such as influencers and YouTubers are included, and attention is paid to AI throughout the book. This book remains a key text and trusted resource for students and scholars of digital mass communication and communication history alike.

business radio siriusxm: Mass Communication Ralph E. Hanson, 2024-12-09 The best-selling Mass Communication: Living in a Media World offers an accessible introduction to mass communication, equipping students with the critical thinking skills to become savvy media consumers. Using a storytelling approach, the text weaves in examples drawn from everyday life, making it easier for students to retain the material and connect it to their own media experiences. Readers are encouraged to consider the media industry from the inside out and, in doing so, discover the many dimensions of mass communication that operate in our society. This newly revised Ninth Edition highlights the aftermath of how the media industry and media consumers have evolved

business radio siriusxm: Key Marketing Metrics Neil Bendle, Paul W. Farris, Phillip Pfeifer, David Reibstein, 2021-02-12 Measure, manage and get the most out of your marketing. Key Marketing Metrics is the definitive guide to today's most valuable marketing metrics. In this thoroughly updated and significantly expanded book, you will understand the pros, the cons and the nuances of more than 50 of the most important metrics, and know exactly how to choose the right one for every challenge. With leading experts, discover how to build your reputation by: Using marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions Applying high-value metrics for virtually every facet of marketing to maximise the return on your investment and identify the best new opportunities for profit Building models to assist with planning to give you the best tools for decision-making In its third edition, this award-winning book now includes the latest web, online, social, and email metrics, plus new insights into measuring marketing ROI and brand equity.

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