Return e-marketing textbooks for schools

Quirk Education is calling all owners of the Quirk textbook, *eMarketing: the essential guide to online marketing* to deliver their older versions to its offices in Johannesburg and Cape Town, as part of its textbook drive, as the newest digital version is available for free download. The second-hand textbooks will subsequently be donated to the Digital Media and Marketing Association's (DMMA) Knowledge Network and distributed to underprivileged schools.

The textbook, *eMarketing: the essential guide to online marketing* was born and licensed under the Creative Commons so that students, educators and practitioners in the corporate sector would be able to broaden their knowledge of marketing to encompass the digital medium. The fourth edition digital version of this textbook has recently been launched and the company therefore requests that owners of versions 1-3 donate these older editions to educate and accelerate the growth of the digital landscape within South Africa.

"Foundation to basic digital knowledge"

Suzanne Little, head of social media at Quirk and the DMMA's head of marketing, says, "Although the digital industry progresses rapidly, the knowledge contained within the textbooks is still very relevant as it provides the foundation to basic digital knowledge, as well as valuable insight as to how marketers can utilise the digital platforms to successfully achieve brand awareness.

"Both Quirk and the DMMA share the fundamental belief in the importance of providing ongoing education and training to the digital media and marketing sectors to accelerate the growth of digital in South Africa, and these kind donations will assist us in accomplishing this objective."

Quirk Education is also requesting that digital agencies donate any other applicable digital collateral to the network, which aims to facilitate the advancement of digital education in underprivileged areas. For more, go to www.dmma.co.za/knowledge-network/.