

Quirk Education textbook drive: Call to donate old eMarketing textbooks

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Quirk Education, an initiative by Quirk digital agency which provides training to the media and marketing sectors on digital marketing, is calling all owners of Quirk's eMarketing textbook to deliver their older versions to the Quirk offices in Johannesburg and Cape Town. These 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 4th edition digital version of this textbook has recently been launched ([click here](#) for download) and Quirk Education therefore requests that owners of versions 1-3 donate these older editions to the DMMA Knowledge Network, which aims to educate and accelerate the growth of the digital landscape within South Africa.

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. Owners of the older versions 1-3 are kindly requested to donate these editions to the DMMA Knowledge Network, as the 4th and latest edition is now available to all for free download."

"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," remarks Little.

Quirk Education is also requesting that digital agencies donate any other applicable digital collateral to the DMMA Knowledge Network, which aims to facilitate the advancement of digital education in underprivileged areas. To find out more about the DMMA Knowledge Network and how you can get involved, please visit: www.dmma.co.za/knowledge-network/.

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