

E-Marketing, Fifth Edition



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Reviews

Definitely among the finest book We have at any time read. Better then never, though i am quite late in start reading this one. Your lifestyle period will likely be transform once you total reading this article book.

(Florence Batz IV)

E-MARKETING, FIFTH EDITION



PHI Learning, 2009. Softcover. Condition: New. 5th or later edition. This text offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing today. This fifth edition assists all marketers in understanding the Internet and its social media for improving brand images, sales, and profitability. Features : Each chapter is built around the principles of marketing. Coverage of current topics: blogs, social networking, online branding, and search marketing. Point-of-purchase scanning devices, databases, and other offline technologies are also discussed. A graphical framework, in each chapter, shows the relationship between the material in the chapter and other concepts in the same part, helping students make connections. NEW! Chapter and Appendices on Social Media. UPDATED. Chapter opening vignettes examine how real companies are using the Internet for marketing allowing students to see how the concepts they are learning are put into practice. UPDATED. Let`s Get Technical boxes reveal how businesses have capitalized on technological innovations. CONTENTS: Preface About the Authors PART 1 E-Marketing in Context Chapter 1 Past, Present, and Future Chapter 2 Strategic E-Marketing and Performance Metrics Chapter 3 The E-Marketing Plan PART 2 E-Marketing Environment Chapter 4 A World of E-Marketing Opportunities Chapter 5 Ethical and Legal Issues PART 3 E-Marketing Strategy Chapter 6 E-Marketing Research Chapter 7 Consumer Behavior Online Chapter 8 Segmentation and Targeting Strategies Chapter 9 Differentiation and Positioning Strategies PART 4 E-Marketing Management Chapter 10 Product: The Online Offer Chapter 11 Pricing: The Online Value Chapter 12 The Internet for Distribution Chapter 13 E-Marketing Communication Tools Chapter 14 New Digital Media Chapter 15 Customer Relationship Management Appendix A Internet Penetration Worldwide in 2007 Appendix B 50 Social Media Sites Every Marketer Needs Appendix C Glossary Appendix D References Index Printed Pages: 452.



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