



E-marketing by Strauss, Judy; El-Ansary, Adel I.; Frost, Raymond

By Raymond; Frost

Prentice Hall, 2005. Taschenbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - For courses in Electronic Marketing and Internet Business. This 4th edition of E-Marketing treats the subject as traditional marketing with a twist: the Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business models that add customer value, build customer relationships, and increase company profitability. Stressing product, pricing, distribution, and promotion, the authors have tightened their presentation by using a strategic perspective and giving many important practices not covered in previous editions: namely, blogs, social networking, online branding, and search marketing. Point-of-purchase scanning devices, databases, and other offline technologies are discussed. 480 pp. Englisch.



[READ ONLINE](#)
[2.96 MB]

Reviews

Absolutely essential read publication. it absolutely was writtern very completely and valuable. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- *Sarai Lebsack*

Thorough guide for book enthusiasts. I am quite late in start reading this one, but better then never. Your lifestyle span will be transform when you total reading this article book.

-- *Lindsey Larson*