

# Nternet Arketing Ommerce Y Ard Anson Nternet Arketinge Ommerce

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covers trends in consulting in such fields as marketing information technology management logistics supply chain manufacturing and health care this guide contains

contacts for business and industry leaders industry associations internet sites and other resources it also includes statistical tables an industry glossary and indexes

serves as a guide to the e commerce and internet business worldwide this volume features data you need on e commerce and internet industries including e commerce statistics and trends internet research and development internet growth companies online services and markets online retailing strategies and more

since the much hyped dot com crash treading the e business path can be daunting in these increasingly uncertain and cynical times this useful text unpicks the challenges of e marketing for many types of business it uses topical case studies and accompanying web material to provide an up to date study of effective marketing strategies topics include multi channel marketing strategies change management lessons learned from the dot com crash branding e retail and relationship building digital divides privacy and data security providing a new approach to the subject matter this book analyses the benefits of e marketing as a tool for improving efficiency and effectiveness rather than business revolution considering the practicalities of marketing in an e business context it is the first book of its kind to voice such a rigorous argument for the importance of e marketing and a crucial text for anyone studying or practicing e business

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