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data in the report is based on a survey of 75 academic public and special libraries

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internet marketing has become an important issue for many businesses around the world which have any form of commercial presence on the net it is often perceived that doing business on the internet mostly requires competency in the technology area however as many dot com companies are failing due to lack of revenue generation which could be induced by the inadequate marketing and marketing research practitioners and scholars of e commerce are keen to obtain a better understanding of the whole phenomenon of internet marketing to understand what s working as an internet marketing strategy or tactic one needs to conduct marketing research using rigorous statistical methodology

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