

E-Marketing



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Reviews

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(Prof. Erin Larson I)

E-MARKETING



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LAP Lambert Academic Publishing Nov 2012, 2012. Taschenbuch. Book Condition: Neu. 220x150x14 mm. This item is printed on demand - Print on Demand Neuware - The book introduces the students to the concepts of e-marketing and describes the need for automation in marketing function. It discusses an approach for designing a sustainable internet enabled marketing framework. It also illustrates major trends in e-marketing and illustrates how technologies and tools are applied in practice. The book illustrates live examples of different enterprise where automation in marketing has been successfully implemented to reap business benefits. It elaborates the applications of automation at different points in supply chain so that internet enabled marketing becomes successful. The text also discusses in detail the roles of different executives in a firm who would act change agents for designing and implementing automation initiatives. The key features of the book are providing case studies and review questions at the end of all chapters to help the students for easy understanding of the concepts discussed. It also provides details for further reading and glossary of terms used in the text. The target audience of book are postgraduate students of management and the professionals and practitioners in marketing department. 236 pp. Englisch.



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