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(Veronica Hauck DVM)

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Taylor Francis Ltd, United Kingdom, 2013. Paperback. Condition: New. 7th New edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. For courses in Internet Marketing or E-marketing This book teaches marketers how to engage and listen to buyers, and how to use what they learn to improve their offerings in today s Internet- and social media-driven marketing environment. It brings traditional marketing coverage up-to-date with a thorough, incisive look at e-marketing planning and marketing mix tactics from a strategic and tactical perspective. The focus is on the Internet and other technologies that have had a profound effect on how marketing is approached today. Included is coverage of marketing planning; legal and global environments; e-marketing strategy; and marketing mix and customer relationship management strategy and implementation issues. A major revision, this seventh edition reflects the disruption to the marketing field brought about by social media. As such it covers many new topics that represent the changes in e-marketing practice in the past two years. Because of the ever-changing landscape of the Internet, the authors suggest reading this book, studying the material, and then going online to learn more about topics of interest. Features: Better understanding of new concepts in today s electronic marketplace is accomplished as the book puts that new terminology into traditional marketing frameworks. Readers are encouraged to exercise critical thinking and attention to their own online behavior in order to better understanding the e-marketer s perspective, strategies, and tactics-to think like a marketer. Although the focus is on e-marketing in the United States, readers also see a global perspective in the coverage of market developments in both emerging and developed nations. An entire chapter devoted to law and ethics, and...



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