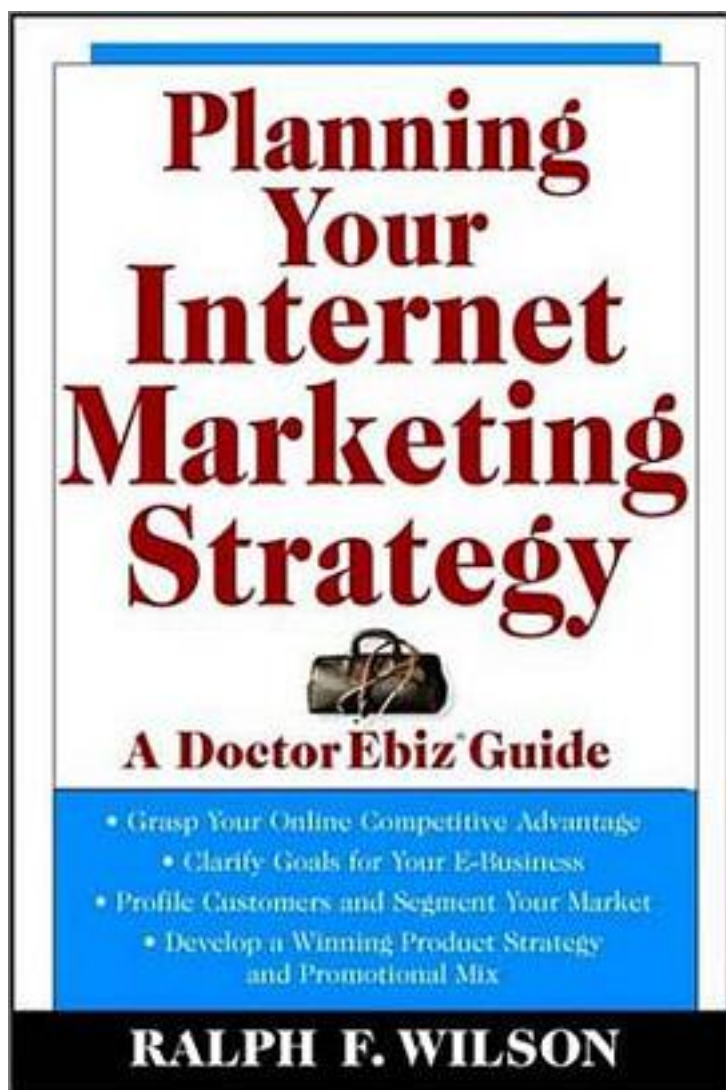


Planning Your Internet Marketing Strategy



[Planning Your Internet Marketing Strategy_ 下载链接1](#)

著者:Ralph F. Wilson

出版者:Wiley

出版时间:2001-10-12

装帧:Paperback

isbn:9780471441090

A top international authority on Web marketing and e-commerce provides a sure-fire formula for developing a winning e-commerce marketing strategy

One of the biggest reasons why so many Internet-based businesses fail isn't poor product or service, or technology failures, or even lack of funding. As Internet marketing guru Ralph F. Wilson explains in this ground-breaking book, a preponderance of e-business failures can be traced back to a lack of knowledge about the Internet's full potential as a marketing and sales tool. With the help of case studies of outstanding e-business successes and failures, Wilson describes how to develop four, core e-business marketing competencies. Readers learn how to develop a USP, clarify goals, and perform analysis and customer profiling. They also learn how to perform product positioning; develop a balanced promotional mix; provide lifetime customer value; and much more.

Ralph F. Wilson (Loomis, CA) is the founding editor of three popular e-business publications read by 130,000 subscribers in 130 countries: Web Marketing Today, Web Commerce Today, and Doctor Ebiz.

作者介绍:

目录:

[Planning Your Internet Marketing Strategy_ 下载链接1](#)

标签

投资

评论

[Planning Your Internet Marketing Strategy_ 下载链接1](#)

书评

[Planning Your Internet Marketing Strategy_下载链接1](#)