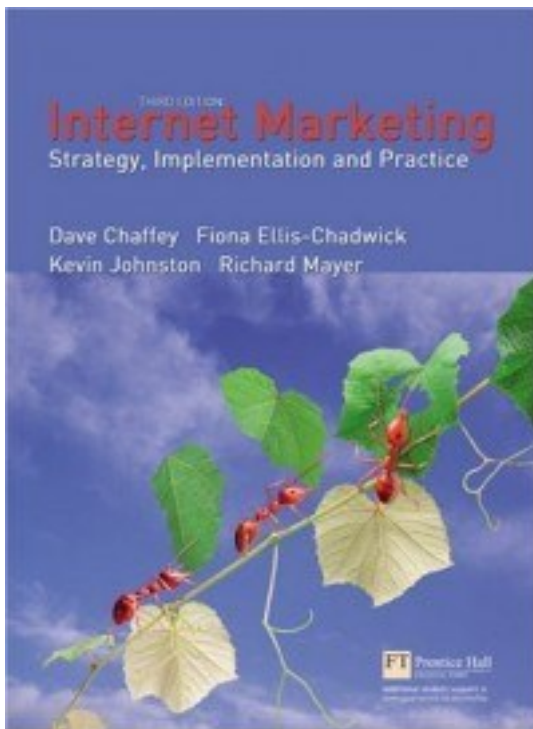


# Internet Marketing



[Internet Marketing\\_下载链接1](#)

著者:Richard Mayer

出版者: Pitman Publishing

出版时间:2002-12

装帧:Paperback

isbn:9780273658832

This book is a comprehensive guide to how organizations can use the internet to support their marketing activities and covers all aspects of Internet marketing - environment analysis, strategy development and implementation. Building on the successful and widely regarded first edition, this second edition has a completely revised structure and streamlined content, increasing the marketing orientation of the text by decreasing technical background about the internet. New to this edition: a revised structure providing a clear sequence to the stages of strategy development and implementation; a new chapter on how the Internet can be used to vary the marketing mix; new chapters on the micro- and macro-environment for the Internet, providing a

foundation for strategy development, strategy chapter has been updated to reflect latest thinking; greater detail on Internet marketing communications, including the latest techniques, such as pay-per-click search engines and viral marketing; new case studies; relationship marketing chapter now takes a CRM-oriented approach; new, four-color design to improve clarity.

作者介绍:

目录:

[Internet Marketing\\_下载链接1](#)

标签

评论

-----  
[Internet Marketing\\_下载链接1](#)

书评

-----  
[Internet Marketing\\_下载链接1](#)