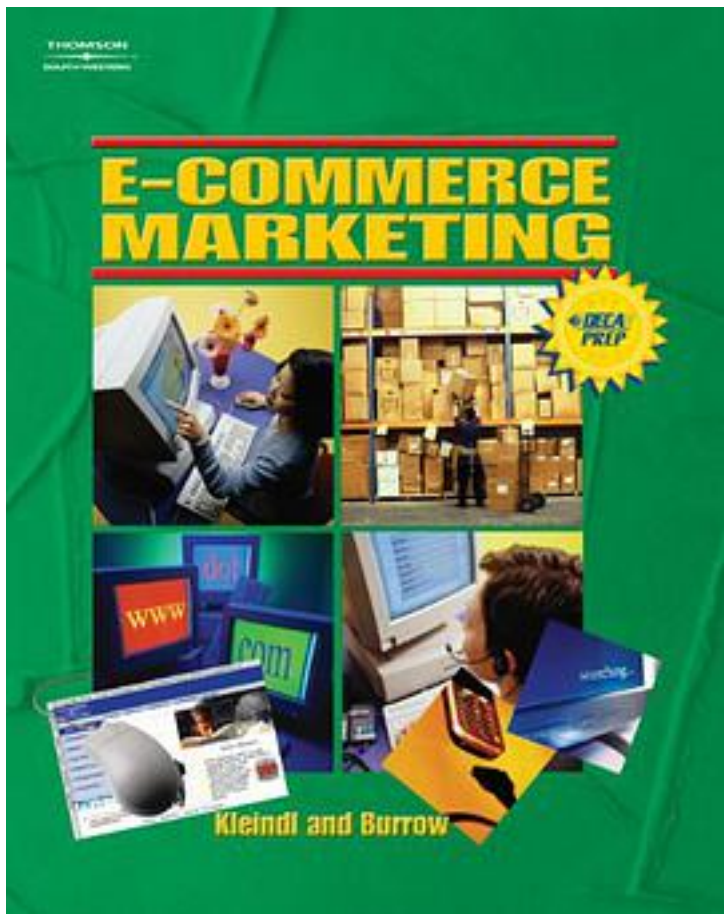


E-commerce Marketing



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E-COMMERCE MARKETING helps you plan and market electronic products and services online. The textbook and its multimedia components integrate coverage of all the basic functions of marketing as outlined in the National Marketing Education Standards. Explore electronically linked distribution systems, international

e-commerce, e-tailing, digital media design, digital marketplace design strategies, marketing management, market research, online customer behavior, data mining and warehousing, online partnerships, and security/privacy issues.

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