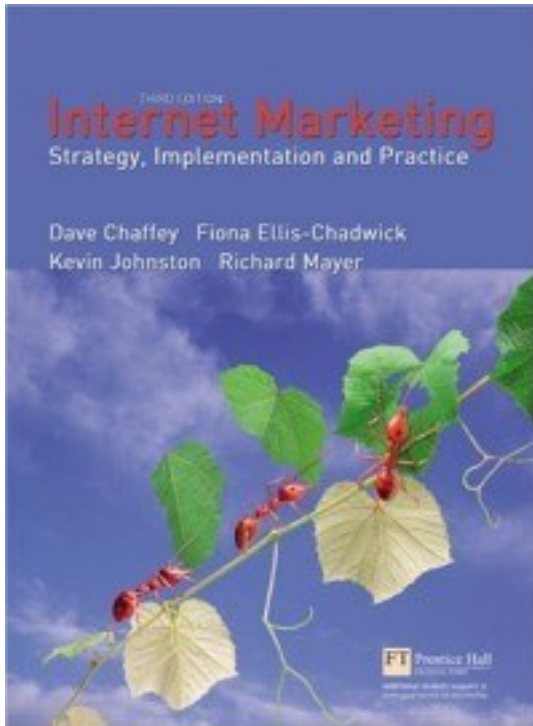


# Internet Marketing



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The Internet has revolutionised marketing practice, connecting potential customers to businesses in a way never before possible. Today, with online audiences spending more time using price comparison sites, search engines and social networks, this text explains how marketers can find new and engaging ways of getting their message across. Now in its fourth edition, Internet Marketing provides comprehensive, practical guidance on how companies can get the most out of the web to meet their marketing goals. Edited by Dave Chaffey, one of Europe's top thinkers in this area, Internet Marketing links marketing theory with case studies on cutting edge companies such as Dell, eBay and Facebook, to help students to understand digital marketing in the real

world. In this major update, you will learn best practice in applying digital media channels such as affiliate marketing, online PR and search engine marketing, with each chapter containing a new 'Digital Marketing in Practice' interview. This text comes with a wealth of online resources to be found at [www.pearsoned.co.uk/chaffey](http://www.pearsoned.co.uk/chaffey) with links to video material on YouTube and FT.com. The site also comes with multiple choice questions for every chapter and annotated weblinks, providing a rich learning experience. "Chaffey builds upon what is already the 'first stop' for anyone wanting to get to grips with Internet and Digital marketing. Using a systematic approach, introducing strategy, implementation and then practical examples, this edition provides an essential roadmap of the issues and opportunities of this rapidly evolving discipline." Ian Harris, Digital Marketer (BSc, PhD) "Dave Chaffey succeeds, where most marketing texts fail, in producing a book which is as relevant to marketing managers as it is to marketing students. The content is up-to-date, interesting, and easy to read, making it very accessible. Dave Chaffey is in a unique position to write this book, having established himself as a leading UK internet consultant, blogger and author." Dr Ruth Rettie Senior Lecturer, Kingston University "He has done it again! His book is excellent, not only for me, but first of all for my students on nearly every level for learning the basics about Internet Marketing. His book is relevant all over the world. Dave Chaffey is a master at making a difficult topic easy and very interesting. So thank you!" Dr Ellen Hertzberg Hedmark University College, Norway and Bangkok University, Graduate School, Thailand "Dave Chaffey writes absolutely the best textbooks I have ever read on this topic. His publications and website represent for me a very valuable professional support tool and a true benchmark on cutting edge e-marketing innovation. Dave is really paving the way to the future of the e-marketing body of knowledge." Prof. Ivo Pezzuto, Principal Management Consultant and Senior Professor of Marketing and Strategy Swiss Management Center

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