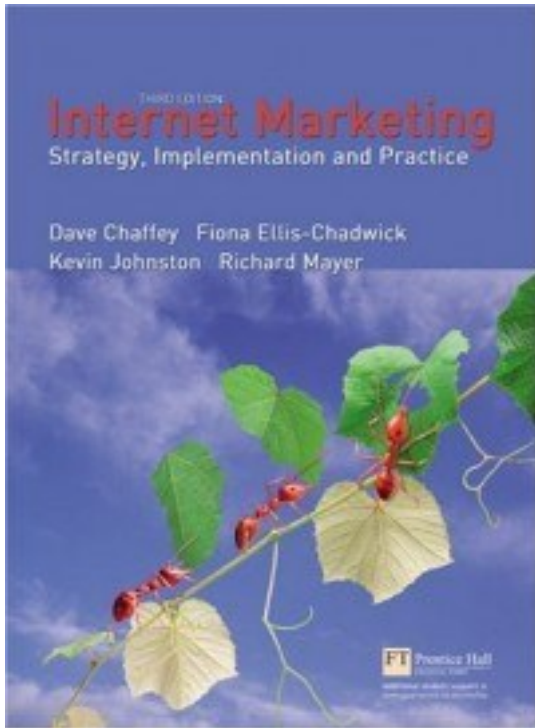


Internet Marketing



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This text examines the role of technology in the business world. Selections examine the radical role of electronic marketing, electronic commerce, and other information technology subjects that affect and change the role of marketing on a daily basis in the 21st century business place. Concepts and strategies of the "information age" are applied to specific business problems. Specific topics include information on how to align information technology with business strategy; marketing and data mining; developing products on-line; Internet pricing strategies; fixed pricing and e-commerce; advertising on the web; electronic ethics; on-line privacy; and rules for this new marketing practice.

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