



## **E-Marketing (2nd Edition)**

*Judy Strauss, Adel Ei-Ansary, Raymond Frost*

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For undergraduate courses in Internet marketing, e-commerce, e-business, and digital and electronic marketing. This book discusses the necessary tools in the dynamic field of eMarketing. \*NEW - Up-to-date statistics, case histories, and strategies. \*NEW - Internet technologies From marketing management perspective Chapter 9. \*NEW - E-business models: Looks at how existing business models have been adapted to the Internet and discusses new business models unique to the Web. \*NEW - Offline technologies Focuses on marketing practices based on Internet technologies. Introduces offline e-marketing applications, e.g., bar code scanners and uses of electronic databases for customer acquisition and retention. \*NEW - Ethics and law: An entire chapter. \*NEW - Technology issues: Uses diagrams, analogies and clear explanations to explain how technologies such as targeted advertising, relationship marketing, and content filtering actually work. \*NEW - Changing practices. \*NEW - Global orientation: Includes first-hand accounts of Internet adoption abroad.

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