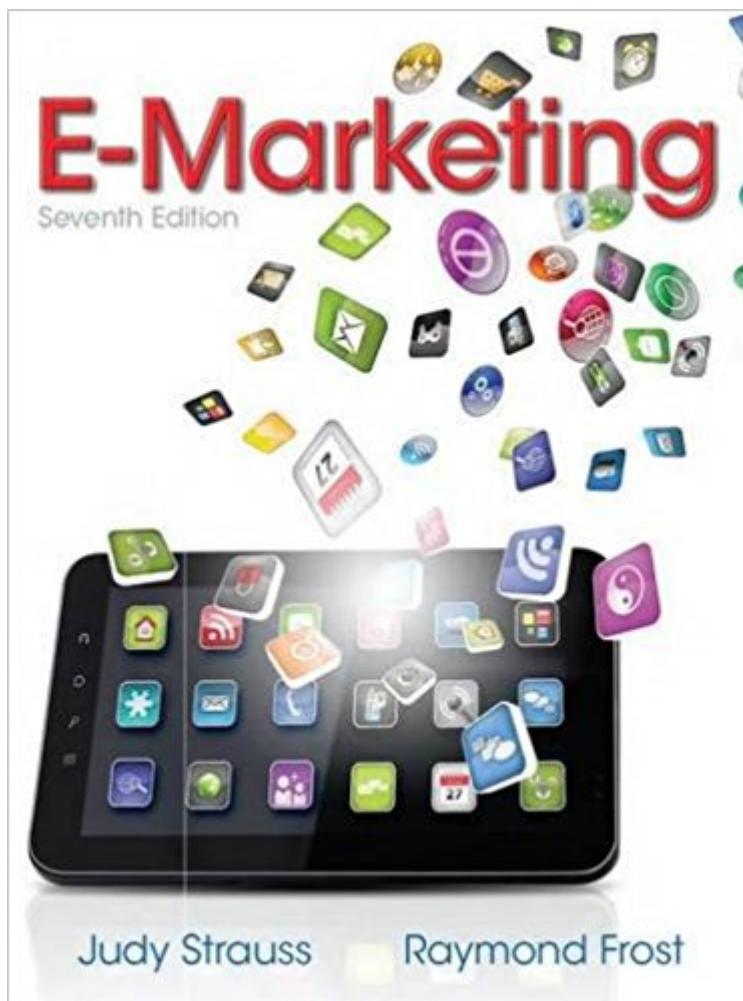The book was found

E-marketing

Synopsis

For courses in Internet Marketing or E-marketing This book teaches marketers how to engage and listen to buyers, and how to use what they learn to improve their offerings in todayâ ™s Internet- and social media-driven marketing environment. It brings traditional marketing coverage up-to-date with a thorough, incisive look at e-marketing planning and marketing mix tactics from a strategic and tactical perspective. The focus is on the Internet and other technologies that have had a profound effect on how marketing is approached today. Included is coverage of marketing planning; legal and global environments; e-marketing strategy; and marketing mix and customer relationship management strategy and implementation issues. A major revision, this seventh edition reflects the disruption to the marketing field brought about by social media. As such it covers many new topics that represent the changes in e-marketing practice in the past two years. Because of the ever-changing landscape of the Internet, the authors suggest reading this book, studying the material, and then going online to learn more about topics of interest. Features: Better understanding of new concepts in todayâ ™s electronic marketplace is accomplished as the book puts that new terminology into traditional marketing frameworks. Readers are encouraged to exercise critical thinking and attention to their own online behavior in order to better understanding the e-marketerâ ™s perspective, strategies, and tacticsâ "to think like a marketer. Although the focus is on e-marketing in the United States, readers also see a global perspective in the coverage of market developments in both emerging and developed nations. An entire chapter devoted to law and ethics, and contributed by a practicing attorney, updates readers on the latest changes in this critical area. Readers are guided in learning a number of e-marketing concepts with the help of some outstanding pedagogical features:-Marketing concept grounding helps readers make the connection between tradition and today. Material in each chapter is structured around a principle of marketing framework, followed by a look at how the internet has changed the structure or practice, providing an ideal bridge from previously learned material.-Learning objectives set the pace and the goals for the material in each chapter.-Best practices from real companies tell success stories, including new examples of firms doing it right.-Graphical frameworks serve as unique e-marketing visual models illustrating how each chapter fits among others.-Chapter summaries help readers review and refresh the material covered.-Key terms are identified in bold text within the chapter to alert readers to their importance.-Review and discussion questions are another device to be used for refreshing readersâ ™ understanding of the material in the chapter.-Web activities at the end of each chapter help readers become further involved in the content.-This revision reflects the disruption to the marketing field based on social media. A major revision from the sixth edition, it

includes many new topics, as dictated by changes in e-marketing practice in the past two years.-Three important Appendices include internet adoption statistics, a thorough glossary, and book references. NEW. Students get a broader look at social media as it is now integrated throughout the book, instead of confined to one chapter. NEW. A look a new business models continues and strengthens the approach of learning from real life examples. Added and described in detail are such models as social commerce (and Facebook commerce), mobile commerce and mobile marketing, social CRM, crowsourcing, and many important be less pervasive models such as crowfunding, freemium, and flash sales. NEW.Chapters 12, 13 and 14 were completely rewritten to reflect the move from traditional marketing communication tools to the way practitioners current describe IMC online: owned, paid and earned media. NEW. Readers see examples of many new and interesting technologies that are today providing marketing opportunities, both in the Web 2.0 and 3.0 sections. NEW. The chapter-opening vignettes continue to play an important role in illustrating key points. Two new vignettes and new discussion questions about each chapter opening vignette are included. NEW.Included are many new images in every chapter, plus updated â œLetâ ™s Get Technicalâ • boxes. NEW.Other chapter-specific additions that further enhance understanding of the concepts include:-More social media performance metrics (Ch. 2)-â œBig dataâ • and social media content analysis (Ch. 6)-New consumer behavior theory and â œonline givingâ • as a new exchange activity (Ch. 7)-Social media for brand building (Ch. 9)-App pricing and web page pricing tactics (Ch. 10)

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Customer Reviews

Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno. She is an award winning author of 12 books and numerous academic papers in Internet marketing, advertising, and marketing education. Strauss is co-author of the trade book Radically Transparent: Monitoring and Managing Reputations Online, and textbooks Building Effective Web Sites and the E-Marketing Guide. She has had many years of professional experience in marketing, serving as entrepreneur as well as marketing director of two firms. She currently teaches undergraduate and M.B.A. courses in marketing communications, Internet marketing, and marketing management and has won two college-wide teaching awards. Strauss earned a doctorate in marketing at Southern Illinois University, and a finance M.B.A. and marketing B.B.A. at University of North Texas. Raymond D. Frost is a Professor of Management Information Systems at Ohio University. He has published scholarly papers in the information systems and marketing fields and is an associate editor of The Journal of Database Management. Frost is co-author of Building Effective Web Sites and the E-Marketing Guide. Dr. Frost teaches database, electronic commerce, and information design courses. He has received Ohio Universityâ ™s Presidential, University Professor, College of Business, and Senior Class teaching awards. Dr. Frost is working on publications in data modeling and database pedagogy. He is co-author of a forthcoming book, A Visual Introduction to Database: An E-Business Perspective. Dr. Frost earned a doctorate in business administration and an M.S. in computer science at the University of Miami (Florida), and received his B.A. in philosophy at Swarthmore College.

This book provides a lot of background on e-marketing for someone who has little knowledge of marketing which is part of its downfall because it spends too much time on basics. What this book lacks is a detailed explanation of applicable material to prepare a person to create an e-marketing business plan and then effectively implement it with real world tools. Having read this book as part of an MBA program, I was disappointed at the lack of explanation on the process of connecting websites with social media with mobile devices, etc. Don't get me wrong, it touched on it, but I was looking for the nuts-and-bolts and this gave the view from 5000 feet.

It was required...it's ok

I am using this book for my e-marketing class, and I have to say it is "O.K.". It is a very interesting book, but everything in it is black and white (isn't marketing usually more on the flashy, and colorful

side?). The statistics and information in the book is very old (2011 ish).Altogether good book, and I think I would even buy it without having to use it for class

Product showed up on time and is what I was needing.

I used this for my college class. Honestly, I felt very bleh about it, not life changing and very vague.

Book was in decent shape and exactly what I needed for my class!

Exceptional quality.

Great book, easy read.

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for

Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Content Marketing: Strategies To Capture And Engage Your Audience, While Quickly Building An Authority (Marketing Domination) (Volume 5) Facebook Marketing: How to Use Facebook to Master Internet Marketing and Achieve Social Media Success Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest)