



Internet Based Marketing

By Baishnab Mohapatra

VDM Verlag Nov 2010, 2010. Taschenbuch. Book Condition: Neu. 220x150x15 mm. This item is printed on demand - Print on Demand Neuware - The book discusses an approach for designing a sustainable internet enabled marketing framework. It also illustrates major trends in e-marketing and illustrates how technologies and tools are applied in practice. The book illustrates live examples of different enterprise where automation in marketing has been successfully implemented to reap business benefits. It elaborates the applications of automation at different points in supply chain so that internet enabled marketing becomes successful. The text also discusses in detail the roles of different executives in a firm who would act change agents for designing and implementing automation initiatives. The key features of the book are providing case studies and review questions at the end of all chapters to help the students for easy understanding of the concepts discussed. It also provides details for further reading and glossary of terms used in the text. The book is designed for the postgraduate students of management. It would be useful for the professionals and practitioners for implementation of process automation in organizations as well. 244 pp. Englisch.



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