



Strategic Electronic Marketing: Managing E-Business

Brad Kleindl

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Strategic Electronic Marketing takes a systems and relationships approach to exploring e-business marketing. This text addresses the basic principles that underlie marketing and how e-business marketing techniques are fundamentally changing the traditional marketing process. Use this text to prepare students for careers in a rapidly changing environment of dot.com and brick and mortar strategies; non-linear, online, interactive advertising; new product development and distribution processes; and reliance on databases. This text is suitable for both undergraduate and graduate level courses in e-commerce.

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