



E-Marketing (5th Edition)

By Judy Strauss, Raymond Frost

Download now

Read Online 

E-Marketing (5th Edition) By Judy Strauss, Raymond Frost

The 5th edition of *E-Marketing* treats the subject as traditional marketing with a twist: the Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business techniques that add customer value, build customer relationships, and increase company profitability. Stressing product, pricing, distribution, and promotion, the authors use a strategic perspective and give many important practices not covered in previous editions: namely, blogs, social networking, online branding, and search marketing. Point-of-purchase scanning devices, databases, and other offline technologies are discussed. For anyone interested in learning more about electronic marketing, this is an excellent handbook; its comprehensive glossary makes this a must-have reference.

 [Download E-Marketing \(5th Edition\) ...pdf](#)

 [Read Online E-Marketing \(5th Edition\) ...pdf](#)

E-Marketing (5th Edition)

By Judy Strauss, Raymond Frost

E-Marketing (5th Edition) By Judy Strauss, Raymond Frost

The 5th edition of *E-Marketing* treats the subject as traditional marketing with a twist: the Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business techniques that add customer value, build customer relationships, and increase company profitability. Stressing product, pricing, distribution, and promotion, the authors use a strategic perspective and give many important practices not covered in previous editions: namely, blogs, social networking, online branding, and search marketing. Point-of-purchase scanning devices, databases, and other offline technologies are discussed. For anyone interested in learning more about electronic marketing, this is an excellent handbook; its comprehensive glossary makes this a must-have reference.

E-Marketing (5th Edition) By Judy Strauss, Raymond Frost Bibliography

- Sales Rank: #1438727 in Books
- Published on: 2008-10-31
- Original language: English
- Number of items: 1
- Dimensions: 9.17" h x .84" w x 7.06" l, 1.30 pounds
- Binding: Paperback
- 480 pages

 [Download E-Marketing \(5th Edition\) ...pdf](#)

 [Read Online E-Marketing \(5th Edition\) ...pdf](#)

Editorial Review

About the Author

◁>Judy Strauss and Raymond Frost have collaborated on Web development, academic papers, practitioner seminars, and three books in 11 editions since 1995. They also developed a new course in 1996, "Marketing in Cyberspace." This book grew out of that course and has significantly evolved along with changes in e-marketing.

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. Contact: jstrauss@unr.edu.

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 University'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.

Users Review

From reader reviews:

Ethel Ellis:

Nowadays reading books be a little more than want or need but also be a life style. This reading behavior give you lot of advantages. The advantages you got of course the knowledge the rest of the information inside the book this improve your knowledge and information. The knowledge you get based on what kind of book you read, if you want attract knowledge just go with training books but if you want really feel happy read one along with theme for entertaining for instance comic or novel. The particular E-Marketing (5th Edition) is kind of book which is giving the reader erratic experience.

Kenneth Copeland:

The publication with title E-Marketing (5th Edition) has a lot of information that you can find out it. You can get a lot of profit after read this book. This particular book exist new understanding the information that exist

in this reserve represented the condition of the world now. That is important to you to be aware of how the improvement of the world. This book will bring you in new era of the globalization. You can read the e-book in your smart phone, so you can read this anywhere you want.

Catherine Cote:

Don't be worry in case you are afraid that this book will certainly filled the space in your house, you can have it in e-book way, more simple and reachable. That E-Marketing (5th Edition) can give you a lot of good friends because by you considering this one book you have factor that they don't and make anyone more like an interesting person. That book can be one of a step for you to get success. This e-book offer you information that probably your friend doesn't recognize, by knowing more than various other make you to be great men and women. So , why hesitate? Let me have E-Marketing (5th Edition).

Joy Becker:

You can find this E-Marketing (5th Edition) by browse the bookstore or Mall. Just viewing or reviewing it can to be your solve difficulty if you get difficulties for your knowledge. Kinds of this reserve are various. Not only by means of written or printed but can you enjoy this book by e-book. In the modern era such as now, you just looking because of your mobile phone and searching what your problem. Right now, choose your own ways to get more information about your publication. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose correct ways for you.

Download and Read Online E-Marketing (5th Edition) By Judy Strauss, Raymond Frost #ED08RPVY9UW

Read E-Marketing (5th Edition) By Judy Strauss, Raymond Frost for online ebook

E-Marketing (5th Edition) By Judy Strauss, Raymond Frost Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read E-Marketing (5th Edition) By Judy Strauss, Raymond Frost books to read online.

Online E-Marketing (5th Edition) By Judy Strauss, Raymond Frost ebook PDF download

E-Marketing (5th Edition) By Judy Strauss, Raymond Frost Doc

E-Marketing (5th Edition) By Judy Strauss, Raymond Frost Mobipocket

E-Marketing (5th Edition) By Judy Strauss, Raymond Frost EPub