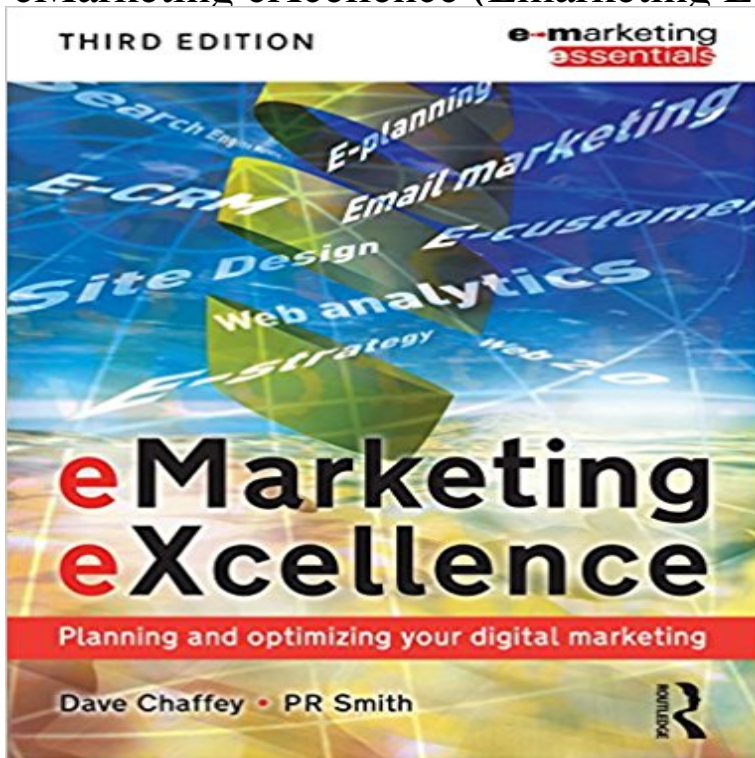


eMarketing eXcellence (Emarketing Essentials)



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- * Draw up an outline e-marketing plan*
- * Evaluate and apply e-marketing principles and models*
- * Integrate online and offline communications*
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- * Reduce costly trial and error *
- * Measure and enhance your e-marketing *
- * Drive your e-business forward

Established marketing concepts such as customer relationship management, the marketing mix and widely adopted SOSTAC planning system, are re-examined in the new media context - and new approaches explained including blogs, search engine marketing, viral marketing and E-CRM. Offering a highly structured and accessible guide to a critical and far-reaching subject, eMarketing eXcellence third edition provides a vital reference point for all students and managers involved in marketing strategy and implementation.

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