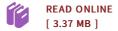


CD DOWNLOAD PDF

Contemporary Marketing Mix for the Digital Era (Paperback)

By Nik Tehrani

AUTHORHOUSE, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Effective marketing is necessary for the success of a product, service, or business and with the pervasive and every increasing use of the Internet by the target markets all marketers need to include the Internet in their marketing plan. Dr. Nik Tehrani explains the importance of e-Marketing and presents the relationship of e-Marketing to e-Business. The exponential growth of e-Commerce has changed the face of retail and service marketing. To remain competitive in the marketplace all marketers must include the virtual world of marketing in their plans, thus helping sellers develop various marketing strategies. Marketers are the sellers tool and Contemporary Marketing Mix for the Digital Era is the tool for successful marketers. Traditionally, the marketing strategy consists of the 4 Ps: Product, Price, Place, and Promotion. However, to develop a contemporary marketing strategy which includes the virtual world, other components need to be looked into. Dr. Tehrani illustrates the 11 Ps required for a successful e-Marketing strategy. The 11 Ps of e-Marketing strategy are an expansion upon the main 4 Ps. The reader is adeptly shown how People, Partnership, Productivity, Personalization, Physical...



Reviews

Without doubt, this is actually the best job by any publisher. It is writter in basic phrases instead of difficult to understand. You will like the way the author publish this publication.

-- Dr. Marvin Deckow

It becomes an amazing ebook that we have possibly read through. It is really simplified but surprises within the 50 % from the ebook. You can expect to like how the blogger compose this book. -- Ms. Shaina Legros III

Related Books

P	D	F

Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback Book Condition: Brand New. Book Condition: Brand New.

		٦
P	D	F

Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback Book Condition: Brand New. Book Condition: Brand New.

		٦
P	D	F

of the original...

Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy

PD	F

Studyguide for Social Studies for the Preschool/Primary Child by Carol Seefeldt ISBN: 9780137152841 2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional...

P	D	F.

Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...

		٦
P	D	F

Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their online interactions, the good and the bad,...