



# **Marketing the e-Business**

**Lisa Harris and Charles Dennis**

**ROUTLEDGE e-BUSINESS**

# Marketing The Ebusiness An Introduction

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## **Marketing The Ebusiness An Introduction:**

**e-Business - A Jargon-Free Practical Guide** James Matthewson, 2012-06-14 e Business a jargon free practical guide presents a clear second generation account of how your business can harness the latest technology to flourish in the transformed commercial climate of the 21st century With its emphasis firmly on the business and marketing implications of new technology this book adopts a hands on practical approach systematically demonstrating how and why businesses should adapt their operations to make the very most of the exciting opportunities available In simple jargon free language it addresses such vital questions as What is e business and how does it fit into the corporate landscape How should marketers adopt e marketing and why What are the processes and stages of developing an e business strategy What are the key issues you will face and how will you overcome them What about legislation Who is doing e marketing and e business well and badly e Business is packed with case studies from well known international companies examples screen grabs relevant models and checklists Each chapter meanwhile contains handy hints and tips examples exercises and a summary to consolidate learning and highlight key points Informative pertinent and easy to use the book is ideal for students on relevant courses or those undertaking in house training and is absolutely essential for any practitioner needing a hands on guide to strategy and best practice in today s altered commercial environment Wiley Pathways E-Business Greg Holden, Shannon Belew, Joel Elad, Jason R. Rich, 2008-03-28 For anyone thinking about starting an online business this resource provides all the steps needed to take an idea and turn it into reality Wiley Pathways E Business begins by discussing the legal considerations involved in launching the business as well as tips for acquiring the necessary financing It also delves into the techniques to follow for operating the e business including selecting the right products managing inventory creating a marketing plan and more The book then covers how to create a secure Web site that can track customer data **Handbook of Strategic e-Business Management** Francisco J. Martínez-López, 2013-11-19 This research handbook provides a comprehensive integrative and authoritative resource on the main strategic management issues for companies within the e business context It covers an extensive set of topics dealing with the major issues which articulate the e business framework from a business perspective The handbook is divided into the following e business related parts background evolved strategic framework for the management of companies key business processes areas and activities and finally emerging issues trends and opportunities with special attention to diverse Social Web related implications The articles are varied timely and present high quality research many of these unique contributions will be especially valued and influential for business scholars and professionals interested in e business Many of the contributors are outstanding business scholars who are or have been editors in chief of top ranked management and business journals or have made significant contributions to the development of their respective fields **Introduction to e-Business** Colin Combe, 2012-07-26 An Introduction to e Business provides the contemporary knowledge of the key issues affecting the modern e business environment and links theory and practice of

management strategies relating to e business This book brings together the most cogent themes for an introduction to e business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education It brings together theoretical perspectives based on academic research and the application of e business strategies These concepts are further explored in the six case studies that follow the set chapters This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e business To fully appreciate the e business environment it is necessary to understand the links between the different disciplines that come together to form

*Start Right in E-Business* Bennet Lientz, Kathryn Rea, 2009-11-03 E business occurs when a company has established critical business procedures and activities to support e commerce transactions Using this definition e commerce is part of e business a company needs e commerce to implement e business Utilizing e commerce however does not mean that a company has transformed into an e business E business is implemented only when a company changes its internal procedures to take advantage of the e commerce technologies Interest in the evolution e volution of e commerce into e business is a growth field With the early November announcement that GM and Ford were forming online marketplaces for their suppliers they placed themselves at the center of new e business ecosystems that will transform their entire way of doing business Many firms are increasingly discovering opportunities to move away from simply selling products on the Internet to being able to reinvent their conventional supply chains as in the auto makers case and to being able to offer custom built products as Dell Computers does now

**eMarketing eXcellence** PR Smith, Dave Chaffey, 2008-06-20 eMarketing eXcellence third edition has been completely revised and updated to help you create effective and up to date customer centric e marketing plans A hugely successful practical guide to creating and executing e marketing plans it combines established approaches to marketing planning with the creative use of new e models and e tools It is designed to support both marketers who are integrating e marketing into their existing marketing and communications strategies and experienced e marketers looking to optimise their e marketing Written by two highly experienced eMarketing consultants the book shows you how to Draw up an outline e marketing plan Evaluate and apply e marketing principles and models Integrate online and offline communications Implement customer driven e marketing 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

**Contemporary Research on E-business Technology and Strategy** Vasil Khachidze, Tim Wang, Sohail Siddiqui, Vincent Liu, Sergio Cappuccio, Alicia Lim, 2012-10-05 This book constitutes the proceedings of the International Conference on E business and Strategy iCETS

2012 held in Tianjin China in August 2012 The 65 revised full papers presented were carefully reviewed and selected from 231 submissions The papers feature contemporary research on developments in the fields of e business technology information management systems and business strategy Topics addressed are latest development on e business technology computer science and software engineering for e business e business and e commerce applications social networking and social engineering for e business e business strategic management and economics development e business education entrepreneurship and e learning digital economy strategy as well as internet and e commerce policy Transform Your Business into E Bennet Lientz,Kathryn Rea,2012-08-21 Surveys indicate that many E Business efforts either fail or disrupt the basic business processes and transactions E Business is sometimes not aligned with the business or IT Vague vision statements are not translated into specific actions related to E Business It is because of these factors that Transform Your Business into e was written The book covers E Business from the review of the business at the start to expanding E Business after it is live Concepts and Applications of E-Business Mr. Rohit Manglik,2024-04-06 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels **e-Business and Telecommunications** Joaquim Filipe,Mohammad S. Obaidat,2009-11-03 th This book contains the best papers of the 5 International Conference on e Business and Telecommunications ICETE which was held in July 2008 in Porto Portugal This conference reflects a continuing effort to increase the dissemination of recent research results among professionals who work in the areas of e business and te communications ICETE is a joint international conference integrating four major areas of knowledge that are divided into four corresponding conferences ICE B ternational Conf on e Business SECRYPT International Conf on Security and Cryptography SIGMAP Int l Conf on Signal Processing and Multimedia and WINSYS International Conf on Wireless Information Systems The program of this joint conference included several outstanding keynote lectures presented by internationally renowned distinguished researchers who are experts in the various ICETE areas Their keynote speeches have contributed to heightening the overall quality of the program and significance of the theme of the conference The conference topic areas define a broad spectrum in the key areas of e business and telecommunications This wide view reporting made ICETE appealing to a global au ence of engineers scientists business practitioners and policy experts The papers cepted and presented at the conference demonstrated a number of new and innovative solutions for e business and telecommunication networks and systems showing that the technical problems in these closely related fields are challenging and worthwhile proaching an interdisciplinary perspective such as that promoted by ICETE **E-Commerce and E-Business** EduGorilla Prep Experts,2024-09-15 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides

comprehensive and well structured content tailored to meet the needs of students across various streams and levels

**E-Business. Digital Empowerment for an Intelligent Future** Yiliu Tu, Maomao Chi, 2023-05-08 The two volume set LNBIP 480 and 481 constitutes the refereed proceedings of the 22nd Wuhan International Conference WHICEB 2023 held in Wuhan China in May 2023 The 61 full papers presented in these proceedings were carefully reviewed and selected from 350 submissions They focus on innovative research findings solutions and approaches to make the Internet a productive and efficient vehicle for global commerce This year's topic is Digital Empowerment for an Intelligent Future

**The Internet Encyclopedia** Hossein Bidgoli, 2004 The Internet Encyclopedia in a 3 volume reference work on the internet as a business tool IT platform and communications and commerce medium

*Internet+ and Electronic Business in China* Qiongwei Ye, Baojun Ma, 2017-12-12 Internet and Electronic Business in China is a comprehensive resource that provides insights and analysis into how E commerce has revolutionized and continues to revolutionize business and society in China

*Exploring the Grand Challenges for Next Generation E-Business* Raj Sharman, H. Raghav Rao, T. S. Raghu, 2011-01-11 This book is based on a selection of thoroughly revised and extended best papers from the 8th Workshop on E Business WEB 2009 held in Phoenix AZ USA on December 15th 2009 The 29 papers which were selected from 70 presentations at the workshop highlight the enormous developments and potential of e business at a time when new technologies like cloud computing collective intelligence and multi sided platforms are burgeoning Among the topics covered are Web based information systems RFID and supply chain management process modeling and standardization security and privacy issues social networking and mobility e services and market mechanisms IT portfolio management and other special topics in e business such as electronic invoicing

*E-Business and Workplace Redesign* Paul J. Jackson, 2001 As the growth in teleworking virtual teams and virtual enterprises has shown the economic landscape is increasingly characterized by an ability to work across spatial and organisational boundaries Only with this redesign of working methods and business processes can the promise of the digital age be delivered This book draws upon an international multidisciplinary team of editors and contributors and presents the most recent academic research on the subject

**Managing e-business Projects** Thomas Stoehr, 2001-12-01 Written on the back of first hand experience this book provides a solid framework for managing e business projects The book is primarily intended for current and prospective e business project managers who wish to share ideas experiences and best practices Recent market surveys indicate that many e business projects fail due to project mismanagement Various project management techniques from the IT sector can be successfully applied to e business projects This book shows which ones whilst also providing information on new techniques for situations that are unique Based on real world experience 99 key success factors are discussed preparing the reader to manage e business projects on time on budget and to the satisfaction of clients

**E-Business and Distributed Systems Handbook** Amjad Umar, 2003 This module of the handbook presents e Business Models and Applications Topics include e Business evolution into Next

Generation Real time Enterprises strategic issues the role of eMarkets ERPs CRMs ASPs eProcurement supply chains portals mobile applications data warehouses and data mining to address strategic issues and a planning methodology *Value Creation in E-Business Management* Matthew L. Nelson, Michael J. Shaw, Troy J. Strader, 2009-08-07 Recent economic political and technological forces are changing the landscape of electronic business and electronic commerce Although great strides have been made over the past in understanding researching and advancing e business rarely have we witnessed its use so profound and yet its limitations so pronounced than what has been on global public display for the past 18 months As a result new e commerce strategies and techniques are emerging collaborative value creation is essential and e business models are being refined and developed with special attention towards IS in financial markets health care and related institutions It is for these reasons and many more that we are so particularly excited and grateful for the collection of papers included in this Value Creation in e Business Management LNBIP volume number 36 The papers selected in this volume address these emerging e business issues and are organized into four research lines Business Models for the Digital Economy Electronic and Mobile Commerce Behavioral and Global Issues IS in Financial Markets and Institutions Web 2.0 and E Commerce and Collaborative Value Creation The first group Business Models for the Digital Economy provides a closer examination of business models from a rich mixture of segments in the IT industry They include Hoyer and Stanoevska Slabeva's business model types for enterprise mashup intermediaries Riehle's commercial open source business model Chen's interesting comparison between iPhone versus Kindles in electronic book sales and Lyons and coauthors business models in emerging online services *Improving Customer Relationships in the Sports Industry through the Use of E-Business* Philipp Sauer, 2015-07-30 Master's Thesis from the year 2011 in the subject Sport Sport Economics Sport Management grade B The University of Liverpool language English abstract The study examines the influence of online marketing on customer relationships in the sports industry The primary aim was to investigate how customers perceive the use of online marketing and which factors and tools are most important for them The enormous macroeconomic importance and the growing commercialization of the sports industry in general have resulted in the emergence of a highly competitive market in which the building and maintaining of strong customer relationships is a key success factor for sports organizations The study aims to identify the importance of the most common e business tools today and to learn how consumers perceive future trends of e business like e.g. user interactivity or mobile commerce All these factors were analyzed according to customer satisfaction and perception and to their influence on improving customer relationships A combined methodological approach of quantitative and qualitative research was used in form of a questionnaire This questionnaire was clearly divided into a quantitative section which was built of 21 multiple choice questions and a qualitative section which was mainly designed to learn more about personal experiences from the customers This methodological approach was designed to contrast individual perceptions from the customers to general trends The literature review indicated that the most commonly used Internet

applications in the sports industry can roughly be divided into information applications e commerce applications and interactive applications The results of the study discovered that the majority of customers prefer to make use of the club s website for informative purposes General trends like user interactivity are acknowledged as less important even in comparison to e business tools like ticketing In fact customers have accepted the Internet as a helpful and trustful information and communication source which has improved significantly the integration of customers to the happenings in and around the club itself This study is very helpful to sports marketers as it reveals the factors of online marketing which are most efficient regarding customer satisfaction and customer loyalty and provides them with a number of recommendations how to most effectively make use of online marketing



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