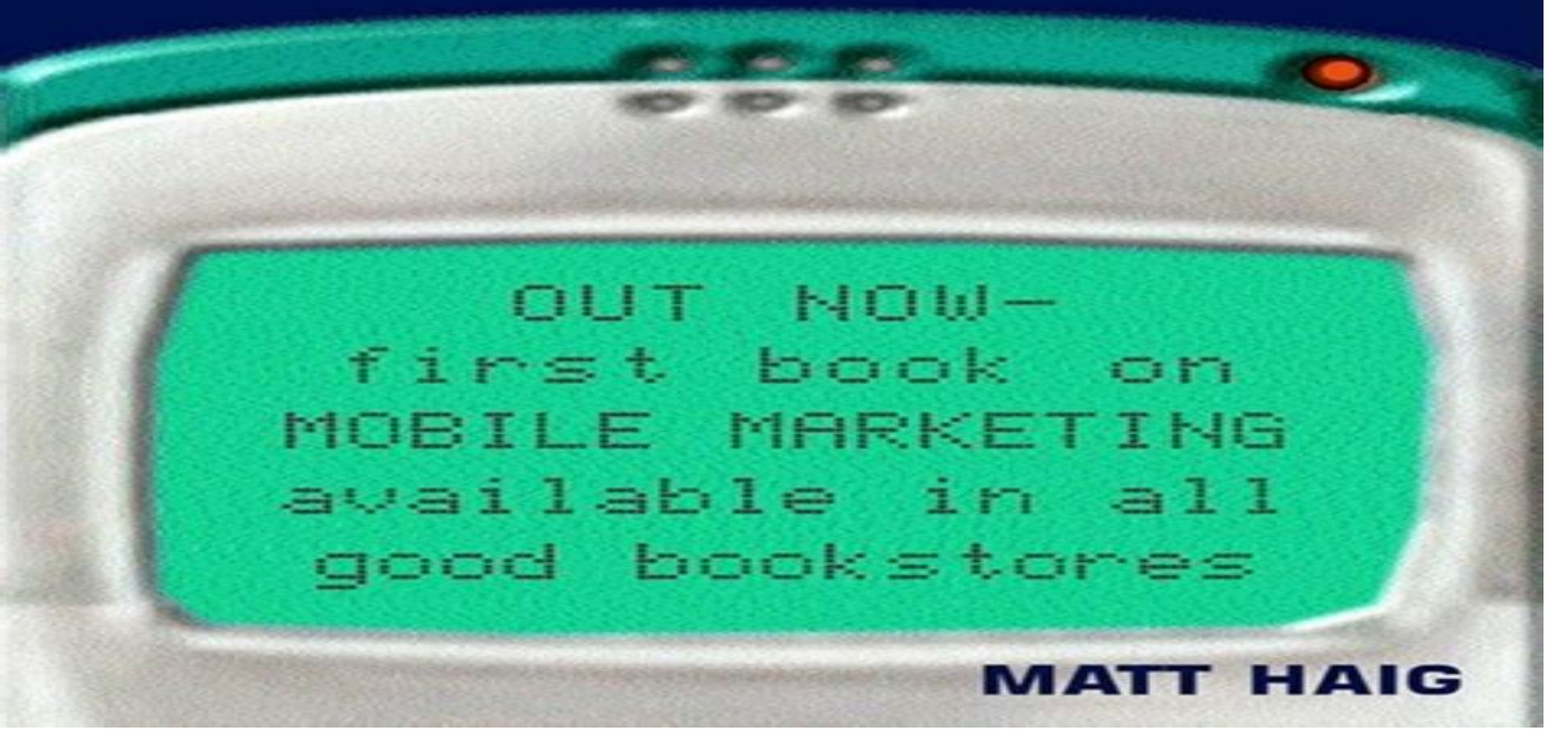


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based mobile channel as a radical tool of interactive marketing and seamless service marketing as there is the opportunity to maximize until now unutilized benefits of this efficient and popular direct marketing channel

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the Media and Globalisation John Sinclair, 2012 This book offers a critical empirically grounded and contemporary account of how advertisers and agencies are dealing with a volatile mediascape throughout the world taking a region by region approach It provides a clear systematic and synoptic analysis of the dynamic relationship between media advertisers and agencies in the age of globalization and in an era of transition from mass to social media Advertising attracts much public criticism for the commercialization of culture and its apparent impact on social and personal life This book outlines and assesses the issues involved with regard to how they are manifested in different national regional and global contexts Topics covered include advertising as an object of study global trends in the advertising industry advertising and the media in motion current issues in advertising media and society advertising globalization and world regions While maintaining a contemporary focus the book explains developments over recent decades as background to the globalization of what it calls the manufacturing marketing media complex Selected Readings on Electronic Commerce Technologies: Contemporary Applications Hu, Wen-Chen, 2008-08-31 This book offers research articles focused on key issues concerning the technologies and applications of electronic commerce Provided by publisher *E-Commerce Trends for Organizational Advancement: New Applications and Methods* Khosrow-Pour, D.B.A., Mehdi, 2009-11-30 While buying and selling goods and services once necessitated a face to face transaction much of the commerce we now undertake is completely electronic Recent advances in electronic and mobile commerce precipitated by innovations in technology and user acceptance have led to subsequent changes in individual and organizational behavior E Commerce Trends for Organizational Advancement New Applications and Methods gathers essential research on the changing face of commerce investigating the development delivery and perception of e and m commerce systems and tools

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