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Principles of **Marketing**

 **Pearson**

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Principles Of Internet Marketing

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Principles Of Internet Marketing:

Principles of Internet Marketing Daniel L. Wardlow, 2001-01 **Principles of Internet Marketing** Ward A. Hanson, 2000 This textbook shows what makes the Internet new and different the techniques that work and those which don't and how the Internet is creating value for customers and profits for companies [Principles of Marketing for a Digital Age](#) Tracy L. Tuten, 2022-11-25 Winner of the TAA 2021 Most Promising New Textbook award This award winning textbook introduces you to all the essential concepts and tools for marketing in a digital age The new second edition retains a strong focus on digital and social media marketing and has been updated to include cutting edge coverage on the implications of Covid 19 on consumer behavior Greater emphasis has been placed on sustainability diversity and inclusion providing you with the skills you will need to become an ethical and socially minded marketer The new edition also includes Over 30 case studies from global companies including Netflix Amazon Zara Tony's Chocolonely Nissan and Airbnb A revamped Sustainability Spotlight feature in every chapter that aligns with the UN's Principles for Responsible Management Education PRME initiative A wide range of critical thinking questions that encourage you to reflect on real world examples and scenarios This textbook is your essential guide to marketing as part of an introductory marketing course at college or university Principles of Management for a Digital Age is accompanied by online resources for instructors including PowerPoints a testbank selected content from SAGE Business Cases and a teaching guide containing lecture objectives chapter outlines activities and discussion questions Students can access additional video content and further reading for each chapter Tracy L Tuten is a professor of marketing at Sofia University USA [Principles of Internet Marketing: New Tools and Methods for Web Developers](#) Jason I. Miletsky, 2009-02-02 PRINCIPLES OF INTERNET MARKETING NEW TOOLS AND METHODS FOR WEB DEVELOPERS helps readers understand the why behind the how of Web site development It teaches the importance of the brand and how that relates to Web site development the reasons sites are developed how they build an audience and most importantly how companies use the Web to earn revenue and build recognition among their desired market You will learn the strategies used to drive traffic to a site the tools that are available to keep audiences coming back with a focus on social media tools and the role marketing plays in the building a successful Web site Important Notice Media content referenced within the product description or the product text may not be available in the ebook version

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