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Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno. She is an award winning author of 12 books and numerous academic papers in Internet marketing, advertising, and marketing education. Strauss is co-author of the trade book *Radically Transparent: Monitoring and Managing Reputations Online*, and textbooks *Building Effective Web Sites* and the *E-Marketing Guide*. She ...

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Directed primarily toward students taking

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a course on Marketing in the Internet, this text also teaches professional marketers how to engage and listen to buyers, and how to use what they learn to improve their offerings in today's Internet- and social media-driven marketing environment. With a focus on the Internet and other technologies that have had a profound effect on how marketing is approached today, the book updates traditional marketing coverage with a thorough, incisive look at e-marketing planning and marketing mix tactics from a strategic and tactical perspective.

For courses in Internet Marketing or E-marketing This book teaches marketers how to engage and listen to buyers, and how to use what they learn to improve their offerings in today's Internet- and social media-driven marketing environment. It brings traditional

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marketing coverage up-to-date with a thorough, incisive look at e-marketing planning and marketing mix tactics from a strategic and tactical perspective. The focus is on the Internet and other technologies that have had a profound effect on how marketing is approached today. Included is coverage of marketing planning; legal and global environments; e-marketing strategy; and marketing mix and customer relationship management strategy and implementation issues. A major revision, this seventh edition reflects the disruption to the marketing field brought about by social media. As such it covers many new topics that represent the changes in e-marketing practice in the past two years. Because of the ever-changing landscape of the Internet, the authors suggest reading this book, studying the material, and then going online to learn more about topics of

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interest. Features: Better understanding of new concepts in today's electronic marketplace is accomplished as the book puts that new terminology into traditional marketing frameworks. Readers are encouraged to exercise critical thinking and attention to their own online behavior in order to better understanding the e-marketer's perspective, strategies, and tactics—to think like a marketer. Although the focus is on e-marketing in the United States, readers also see a global perspective in the coverage of market developments in both emerging and developed nations. An entire chapter devoted to law and ethics, and contributed by a practicing attorney, updates readers on the latest changes in this critical area. Readers are guided in learning a number of e-marketing concepts with the help of some outstanding pedagogical features:

- Marketing concept grounding helps

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readers make the connection between tradition and today. Material in each chapter is structured around a principle of marketing framework, followed by a look at how the internet has changed the structure or practice, providing an ideal bridge from previously learned material.

-Learning objectives set the pace and the goals for the material in each chapter.

-Best practices from real companies tell success stories, including new examples of firms doing it right. -Graphical

frameworks serve as unique e-marketing visual models illustrating how each

chapter fits among others. -Chapter summaries help readers review and refresh

the material covered. -Key terms are identified in bold text within the chapter to alert readers to their importance. -Review

and discussion questions are another device to be used for refreshing readers's

understanding of the material in the

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chapter. -Web activities at the end of each chapter help readers become further involved in the content. -This revision reflects the disruption to the marketing field based on social media. A major revision from the sixth edition, it includes many new topics, as dictated by changes in e-marketing practice in the past two years. -Three important Appendices include internet adoption statistics, a thorough glossary, and book references. NEW. Students get a broader look at social media as it is now integrated throughout the book, instead of confined to one chapter. NEW. A look at new business models continues and strengthens the approach of learning from real life examples. Added and described in detail are such models as social commerce (and Facebook commerce), mobile commerce and mobile marketing, social CRM, crowdsourcing, and many important but less

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pervasive models such as crowdfunding, freemium, and flash sales. NEW. Chapters 12, 13 and 14 were completely rewritten to reflect the move from traditional marketing communication tools to the way practitioners current describe IMC online: owned, paid and earned media. NEW. Readers see examples of many new and interesting technologies that are today providing marketing opportunities, both in the Web 2.0 and 3.0 sections. NEW. The chapter-opening vignettes continue to play an important role in illustrating key points. Two new vignettes and new discussion questions about each chapter opening vignette are included. NEW. Included are many new images in every chapter, plus updated "Let's Get Technical" boxes. NEW. Other chapter-specific additions that further enhance understanding of the concepts include: -More social media performance metrics (Ch. 2) -"Big data"

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and social media content analysis (Ch. 6)
-New consumer behavior theory and
[online giving] as a new exchange activity
(Ch. 7) -Social media for brand building
(Ch. 9) -App pricing and web page pricing
tactics (Ch. 10)

Earlier editions have Judy Strauss as the first named author.

Traditional marketing coverage with an e-marketing twist. Strauss/Frost offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing. The sixth edition focuses more on e-marketing strategy and practice, and less on principles of marketing refresher material.

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For courses in Internet Marketing or E-marketing. Traditional marketing coverage with an e-marketing twist. Strauss/Frost offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing. This edition reflects the disruption to the marketing field based on social media.

A thirteen-year-old girl seemingly destined for a modeling career finds she has a deformation of the spine called scoliosis.

This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in

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one of the following ways: Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs) Supplementary text in marketing, management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing, management and information management The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management;

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and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

Mei Ling, Raj, Emily and Solomon have no idea why they have been selected for this assignment. Together they must learn to trust each other and decipher truth from illusion in search of the seven secrets of the universe. Mother Nature is finally ready to regenerate the planet, tired of human misuse and abuse. Human beings

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will join the regeneration process only if these four International School students are able to discover the Seven Secrets in time. A master of illusion will do everything in her power to stop them with obstacles - both inner and outer. Beijing is the setting for this adventure of the spirit.

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