



Marketing the e-Business (Routledge eBusiness)

Charles Dennis, Lisa Harris

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Since the much-hyped dot.com crash, treading the e-business path can be daunting. In these increasingly uncertain and cynical times, *this useful text* unpicks the challenges of e-Marketing for many types of business. It uses topical case studies and accompanying web material to provide an up-to-date study of effective marketing strategies. Topics include:

- *Multi-channel marketing strategies
- *Change Management
- *Lessons learned from the dot.com crash
- *Branding, e-Retail and relationship building
- *Digital divides, privacy and data security.

Providing a new approach to the subject matter, this book analyses the benefits of e-Marketing as a tool for improving efficiency and effectiveness rather than business revolution. Considering the practicalities of marketing in an e-Business context, it is the first book of its kind to voice such a rigorous argument for the importance of e-Marketing, and a crucial text for anyone studying or practicing e-Business.

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