e-Marketing: Applications of Information Technology and the Internet within Marketing

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Without a doubt, new technologies, and notably the Internet, have had a profound and lasting impact on the marketing function. A paradigm shift has occurred which will forever change the way marketers and marketing managers work. This doesn't mean, however, that 'old' marketing tools are no longer relevant.

In this brand new textbook, Cor Molenaar summarizes classic concepts and current developments to create a new, integrated marketing model, in which all components are part of a customer-oriented approach. Molenaar highlights the influence of the application of IT and the Internet within marketing and reveals how this can affect the form, focus and business model of an organization.

Supplemented by practical examples throughout, *e-Marketing* is an essential read for all marketing and business administration students.

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