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## E-MARKETING, FIFTH EDITION



PHI Learning, 2009. Softcover. Condition: New. 5th or later edition. This text offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing today. This fifth edition assists all marketers in understanding the Internet and its social media for improving brand images, sales, and profitability. Features : Each chapter is built around the principles of marketing. Coverage of current topics: blogs, social networking, online branding, and search...

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- Authored by Judy Strauss,Raymond Frost
- Released at 2009



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### Reviews

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*This book will be worth getting. Better then never, though i am quite late in start reading this one. Its been written in an extremely basic way which is only right after i finished reading this book through which actually altered me, alter the way i believe.*

-- **Mr. Enrico Lesch**

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