An Excellent Addition to Your Library!

Released: May 2012

E-Marketing: Concepts, Methodologies, Tools, and Applications

Information Resources Management Association, USA

The popularity of e-marketing has helped both small and large businesses to get their products and services message to an unbounded number of potential clients. Keeping in contact with your customers no longer require an extended period of time but rather mere seconds.

E-Marketing: Concepts, Methodologies, Tools, and Applications presents a vital compendium of research detailing the latest case studies, architectures, frameworks, methodologies, and research on e-marketing. With contributions from authors around the world, this three-volume collection presents the most sophisticated research and developments from the field, relevant to researchers, academics, and practitioners alike. In order to stay abreast of the latest research, this book affords a vital look into electronic marketing research.

Topics Covered:

- Business Strategies
- Conceptualizing E-Marketing
- E-Marketing Concepts
- E-Marketing Practices
- Emerging Solutions
- Internet Marketing
- Marketing Channels
- Marketing Strategy
- New Business Models
- Regulatory Tactics

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Information Resources Management Association (IRMA) is a research-based professional organization dedicated to advancing the concepts and practices of information resources management in modern organizations. IRMA’s primary purpose is to promote the understanding, development and practice of managing information resources as key enterprise assets among IRM/IT professionals. IRMA brings together researchers, practitioners, academicians, and policy makers in information technology management from over 50 countries.

Print: US $1,845.00 | Perpetual: US $2,765.00 | Print + Perpetual: US $3,690.00