

## Foreword

In today's competitive environment, companies should be aware of the recent advances in marketing and apply such emerging strategies to their overall business plans in order to stay competitive in the market. In the context of globalization, the role of marketing has dramatically increased as companies start to operate in a "borderless" market. The world has shifted towards a consumption economy rather than a production economy. In simple terms, one of the most important functions of businesses is marketing. In more discrete terms, marketing in the cyber era has been a niche area of many companies and academicians as well. However, it is really hard to find a book in this field of expertise that completely covers all the important aspects of emerging marketing trends and strategies that have been incorporated recently. Thus, I would like to congratulate Dr. Ghorbani for editing the book titled *Marketing in the Cyber Era: Emerging Trends and Strategies*. I certainly do believe that it serves as a manual for all companies and academicians who have a desire to hear about recent advances in marketing in the cyber era. I am confident that all the aspects of marketing in the cyber era have been evaluated in this book with enriched case studies and highly detailed research. Within 16 highly comprehensive chapters that I have read, I have noticed that e-services marketing, personal blog marketing, and virtual marketing have direct links to the success of companies who are willing to compete in the cyber market. I also have understood that SMS marketing, G2C marketing, B2C marketing, and social network marketing are the recent marketing trends in the business environment that need to be exemplified. Furthermore, it is clear to state that tourism marketing, relationship marketing, and online customer experience are required to be understood by the companies and academicians who have a desire to proceed in this field of study. In addition, within the trends that have been debated, a more detailed study has been revealed in regards to strategies. In this stage, recovery strategies in online service failure has been discussed along with cyber strategies for sport marketing. More importantly, Halal branding as a new trend in Islamic marketing and Friendvertising as a new advertising strategy in social network marketing have been explained. Finally, cross-cultural management and climate information sources in tourist satisfaction have been criticized in the context of cyber marketing approaches. As clearly depicted, such areas of study are new to the business and academic environment and thus need to be studied as a means to generate effective strategies for the business and academic environments as well. I find this book highly beneficiary to both practitioners and academicians. I would like thank Dr. Ghorbani for editing this piece of great work and providing us the opportunity to enjoy reading such topics of interest in this emerging field of marketing.

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