Marketing in the Cyber Era: Strategies and Emerging Trends

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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The growth of new technologies, internet, virtualization, and the globalization of production and consumption has given focus on new marketing strategies in the cyber era. This has shaped a demand for an innovative conceptual framework for the marketing industry.

Marketing in the Cyber Era: Strategies and Emerging Trends brings together best practices and innovative approaches for effective marketing in today’s economy. Stressing the importance of structure, strategy, leadership, and marketing in the Cyber Era; this book is a useful tool for upper-level students, researchers, academicians, professionals and practitioners, scientists, and executive managers of marketing in profit and non-profit organizations.

Topics Covered:
- E-Services
- Social Networking
- Virtual Marketing
- Cross-Cultural Management
- Development of CRM Scale
- Emerging Strategies
- Personal Blog Marketing
- Tourism and Relationship Marketing

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

Dr. Ali Ghorbani is an assistant professor of business administration in Payame Noor University (PNU), IRI. He holds PhD, MSc and BSc degrees in business administration from PNU. Ghorbani has published more than 35 manuscript and presented several papers in international and national journals and conference about e-commerce, e-business, e-banking, e-entrepreneurship, IT application in organizations and marketing strategies. In addition to he has attained the first rank at MCs Examination of Islamic Azad University, he has won third rank award in 6th Scientific Congress of Payame Noor University Students. Now, he is member of editorial board of several international journals. He has contributed in several special issues of journals and books as a member of editorial board.
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