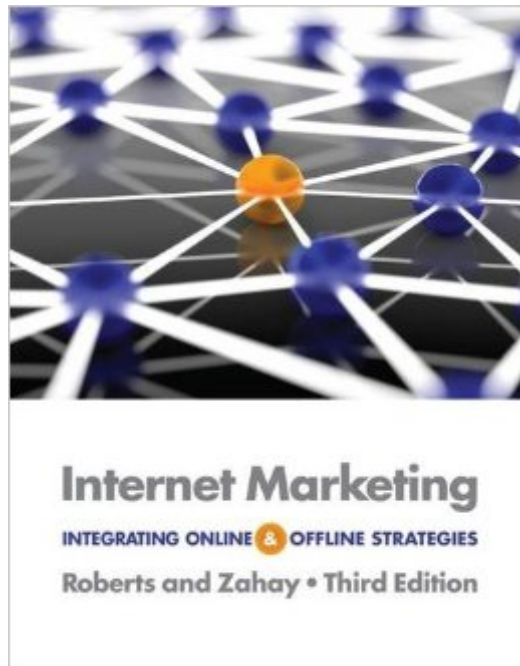


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# Internet Marketing: Integrating Online And Offline Strategies



## Synopsis

INTERNET MARKETING, 3RD EDITION provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues. Above all, it works on the premise that the Internet--whether used as a medium of communication or as a channel of distribution--is only one component of the contemporary marketer's arsenal. The key issue facing marketers today is how to best integrate this powerful new component, continuing developments in Internet marketing into their strategies and media plans. That ongoing challenge represents the essential theme of this text.

## Book Information

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## Customer Reviews

If you are an instructor considering this text, please keep looking. The book is somewhat dated, but it's real problem is a lack of editing. There are random factoids scattered in with useful text which makes many passages unnecessarily confusing. For example: Does it really matter whether Jerry Yang was rumored to have been forced out of Yahoo? That is the sort of detail that is somewhat randomly included. The authors obviously know a lot about the early days of the internet, but that doesn't make all that information relevant to internet marketing. Also, don't be confused by the "Kindle" Edition. This is not a Kindle book but what's called a "print replica" which means most eBook features are not available - very frustrating for a book about the internet. One would hope that for a \$50 "Kindle" book the publisher could have taken the time to actually convert the book into a true e-Book format. Even a PDF version would have been more useful than this print replica

version.

Very smart book. Very informative and intricate. Has some technical terms that might be more challenging to a beginner, but the concepts are strong and important. I would suggest this book for serious marketers and those who need to create a long lasting marketing plan.

I can't even get myself to actually read it. The terms aren't user friendly. It makes a terrible textbook, it has many bold vocabulary words that they don't bother to define.

I didn't learn anything from this book that I didn't already know from research I did online a few years ago.

This is a really great book, it has some interactive links, to view videos that are relevant. A lot of information about Social Media incorporated as well. It is very well written (although I found typos), I really recommend.

As much as I love Internet marketing, I could not read this book without falling asleep. This book is just boring. Tons of uninteresting text and redundant information.

It is a good textbook with a lot of important information in the digital marketing world but needs to be updated since it has a very old dates of important data.

The book is new and has very light marks of use. This is a great book on internet marketing although it was written in 2013.

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