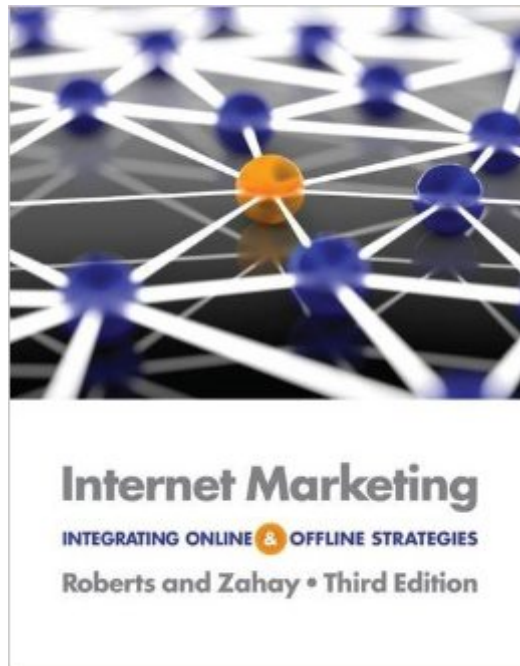


The book was found

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

Paperback: 512 pages

Publisher: Cengage Learning; 3 edition (March 28, 2012)

Language: English

ISBN-10: 1133625908

ISBN-13: 978-1133625902

Product Dimensions: 0.8 x 8.2 x 10.5 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (25 customer reviews)

Best Sellers Rank: #81,381 in Books (See Top 100 in Books) #64 in [Books > Business & Money > Industries > Retailing](#) #126 in [Books > Textbooks > Business & Finance > Marketing](#) #145 in [Books > Business & Money > Marketing & Sales > Marketing > Web Marketing](#)

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.

[Download to continue reading...](#)

Internet Marketing: Integrating Online and Offline Strategies Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies:

Learn SEO with smart internet marketing strategies 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Internet Marketing: Beginner's Guide: 17 Proven Online Marketing Strategies to Make Money Online: FREE BONUS 'SEO 2016: A Complete Guide on Search Engine Optimization' (Passive Income) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Online Marketing For Home Inspectors: Internet Marketing, SEO & Website Design Secrets for Getting More Inspections From the Internet Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Internet Marketing 2016 - Quick & Dirty Online Marketing Strategies To Get Tons Of Traffic | No SEO skills needed: 100,000 Visitors Guaranteed! (Smart Entrepreneur Guides!) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Methods to Make Money with Drawing Portraits: How I Made More Than \$50,000 Selling Art Online and Offline Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: *FREE BONUS: 'SEO 2016' Included!* ... Marketing Strategies, Passive Income) The Indispensable LinkedIn Sales Guide for Financial Advisors: Mastering the Online to Offline Conversion Internet Marketing: The Ultimate Guide on How to Become an Internet Marketing Guru Fast Internet Marketing For Network Marketers: How To Create Automated Systems To Get Recruits and Customers Online (network marketing, mlm, direct sales, home based business)

[Dmca](#)