E-Marketing: Concepts, Methodologies, Tools and Applications

Information Resources Management Association
USA

Volume III
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Section 1
Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of E-Marketing. Chapters found within these pages provide an excellent framework in which to position E-Marketing within the field of information science and technology. Insight regarding the critical incorporation of global measures into E-Marketing is addressed, while crucial stumbling blocks of this field are explored. With 9 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the E-Marketing discipline.

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