

E-marketing

Strauss, Judy, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=25393&lokasi=lokal>

Abstrak

This best-selling book is unique in that it parallels the organization of an introductory marketing textbook, but it explores key marketing concepts in the context of today's digital/Internet environment. It fills the gap for those who have found Internet Marketing books suffer from too much "E" and not enough marketing or are too narrowly or technically focused on e-commerce." - product description.