



Marketing in the Cyber Age: The Why, the What and the How

Kurt Rohner

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Just how informed are you about information? Do you want to put the sharp-end of your business at the cutting edge? In today's information age, a complete revision of current business and marketing principles is required if organisations are to continue to thrive – especially as technology moves on at an ever-increasing pace. The shift from a consumer society to a networked society and the evolution of marketing in particular, in this era, is driven by electronic media. Strong and continually improving customer relations are the key to maximising the benefits offered by the information age. But how should companies work to derive maximum benefit from the wealth of information at their fingertips? What is called for is a coherent pattern of implementation which can be incorporated into an individual company's marketing strategy. In this book the author shows you the way to start thinking digitally and puts you and your company firmly into the cyber age. It gives you the marketing basics for the cyber age, sets the perspectives and most importantly shares practical experience of implementation. It also enables you to minimise risk and control the pace of the implementation process. A summary of all key aspects of cyber marketing is provided to enable company leaders and marketing professionals to successfully exploit the rising electronic markets and achieve bottom-line success.

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