



Online-Marketing: Die Grundlagen im Griff (Versus focus) (German Edition)

Thomas Elmiger

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Das Internet hat eine neue Zeitrechnung im Marketing eingeläutet, denn es beschleunigt viele Vorgänge enorm. Auf der technologischen Grundlage des Internets sind neue Dienste und Kommunikationsformen entstanden, die für Marketing-Zwecke eingesetzt werden können. Von der Produktentwicklung über den Vertrieb und die Preisgestaltung bis zur Kommunikation ist alles jederzeit variabel und für jeden Endkunden personalisierbar. Kundendaten und Customer Relationship Management (CRM) werden dadurch noch wichtiger. Das neue Buch von Thomas Elmiger gibt eine konzentrierte Einführung für erfolgreiches Online-Marketing.

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