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Chapter 5 Learning Objectives Describe the growth of Internet use

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worldwide. Define e-business and e-marketing, and list the opportunities e-marketing presents.

Distinguish between a corporate website and a marketing website. List the major forms of B2B e-

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marketing. Explain business-to-consumer (B2C) e-marketing. Identify online buyers and sellers.

Chapter 5 - Contemporary Marketing

Marketing has changed

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significantly since it first emerged as a distinct business and management phenomenon. We identify some of the major factors causing the observed change in marketing practice. We then describe a classification

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scheme that is based on transaction marketing and relationship marketing, each of which is characterised using five marketing exchange dimensions and four . . .

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Controversies in Contemporary Advertising, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products,

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consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel

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Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising

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technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes

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the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

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patterned, not by the
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interaction of
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technological forces.

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