

E-MARKETING (5TH EDITION) BY JUDY STRAUSS, RAYMOND FROST



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About the Author

Judy Strauss and Raymond Frost have collaborated on Web development, academic papers, practitioner seminars, and three books in 11 editions since 1995. They also developed a new course in 1996, "Marketing in Cyberspace." This book grew out of that course and has significantly evolved along with changes in e-marketing.

Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno. She is an award winning author of 12 books and numerous academic papers in Internet marketing, advertising, and marketing education. Strauss is co-author of the trade book *Radically Transparent: Monitoring and Managing Reputations Online*, and textbooks *Building Effective Web Sites* and the *E-Marketing Guide*. She has had many years of professional experience in marketing, serving as entrepreneur as well as marketing director of two firms. She currently teaches undergraduate and M.B.A. courses in marketing communications, Internet marketing, and marketing management and has won two college-wide teaching awards. Strauss earned a doctorate in marketing at Southern Illinois University, and a finance M.B.A. and marketing B.B.A. at University of North Texas. Contact: jstrauss@unr.edu.

Raymond D. Frost is a Professor of Management Information Systems at Ohio University. He has published scholarly papers in the information systems and marketing fields and is an associate editor of *The Journal of Database Management*. Frost is co-author of *Building Effective Web Sites* and the *E-Marketing Guide*. Dr. Frost teaches database, electronic commerce, and information design courses. He has received Ohio University's Presidential, University Professor, College of Business, and Senior Class teaching awards. Dr. Frost is working on publications in data modeling and database pedagogy. He is co-author of a forthcoming book, *A Visual Introduction to Database: An E-Business Perspective*. Dr. Frost earned a doctorate in business administration and an M.S. in computer science at the University of Miami (Florida), and received his B.A. in philosophy at Swarthmore College.

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The 5th edition of E-Marketing treats the subject as traditional marketing with a twist: the Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business techniques that add customer value, build customer relationships, and increase company profitability. Stressing product, pricing, distribution, and promotion, the authors use a strategic perspective and give many important practices not covered in previous editions: namely, blogs, social networking, online branding, and search marketing. Point-of-purchase scanning devices, databases, and other offline technologies are discussed. For anyone interested in learning more about electronic marketing, this is an excellent handbook; its comprehensive glossary makes this a must-have reference.

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3 of 4 people found the following review helpful.

This book is intolerable

By Brian

Maybe it's just me (I have no marketing background but desperately want to learn for my start-up) but I cannot get hardly anything out of this text. I have tried very hard to tread through the writing and learn something useful but chapter after chapter seems to be the exact same thing... overly wordy, rambling & unnecessarily academic writing with no comprehensible message behind it, no strategies I can apply to my own business and no organization that I can make sense of. Feels almost like I'm reading a paper a college student BSed their way through with a whole bunch of long words and cryptic sentences in order to sound impressive. What a rip-off. I paid \$70 for this and it has been the most useless book I've paid for in my research process (and I've read 16 other books thus far to help me with my venture).

The only reason I'm giving this two stars and not one star is that out of the first six chapters I've read, two of them actually made sense. One was on International Marketing and did a very good job explaining the technology limitations of other countries and the ways foreign citizens adapt to this and use technology. This is actually very helpful information and I'm going to use it. The second was on the legal and ethical aspects of using the internet. It gave an extremely concise explanation with lots of info and it was easily understandable. Unfortunately, I've read a chapter like this over and over and over again in pretty much every e-business book I've picked up so far so it's getting old.

2 of 2 people found the following review helpful.

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By StlAmazon

Required to buy this book for Marketing 3721 class and we rarely used it. Even when we did, I felt the text was out dated and not very informational.

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By John

Not worth the price. Most of the concepts are pretty superficial. The authors are also a little behind on the times.

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