

1. Record Nr.	UNINA9910449790603321
Titolo	Business intelligence and e-marketing workshop, IBM Warwick 2001 [[electronic resource] /] / guest editors Merlin Stone and Julie Abbott
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2002
ISBN	1-280-47967-1 9786610479672 1-84544-719-0
Descrizione fisica	1 online resource (88 p.)
Collana	Qualitative marketing research: an international journal ; ; v.5, no. 4
Altri autori (Persone)	AbbottJulie StoneMerlin
Disciplina	658.4/7
Soggetti	Electronic commerce - Marketing Marketing research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Abstracts & keywords; Guest editorial; UK data warehousing and business intelligence implementation; Customer relationship management systems; Marketing principles in the application of e-commerce; There's no business like e-business; Reflections on customer knowledge management in e-business; From bricks to clicks; Perceived risks as barriers to Internet and e-commerce usage; Assessments of the "new economy" scenario; Awards for Excellence; Conference announcement; Author and title index to volume 5, 2002; Note from the publisher
Sommario/riassunto	This is a special issue of QMRIJ which reflects important aspects of research and business. This special issue has been guest edited from IBM by Professor Merlin Stone and Julie Abbott. Far reaching advances in communications and information technology mean that interaction between companies and their customers - whether face-to-face, over the counter, on the telephone or via the Internet, are becoming more frequent, intense and data-rich.