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Altri autori (Persone)	MahajanVijay
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Digital Marketing; Contents; Part I Foundations; Chapter 1 The Challenge of Digital Marketing; Chapter 2 The Digital Technological Environment; Chapter 3 Infrastructure for E-Business; Chapter 4 Strategic Uncertainty and the Future of Electronic Consumer Interaction: Developing Scenarios, Adapting Strategies; Chapter 5 Economic Perspectives on Digital Marketing; Chapter 6 Digital Marketing and the Exchange of Knowledge; Part II Consumer Behavior and Market Research; Chapter 7 Consumer Behavior in Digital Environments; Chapter 8 The Internet Buyer Chapter 9 Rethinking Market Research in the Digital WorldChapter 10 Data Mining Digital Customers; Part III Implementation; Chapter 11 Technology-Driven Demand: Implications for the Supply Chain; Chapter 12 New Offering Realization in the Networked Digital Environment; Chapter 13 Digital Marketing Communication; Chapter 14 Pricing Opportunities in the Digital Age; Contributors; Index
Sommario/riassunto	The first in a series of books from Wharton's prestigious SEI Center, managed by Professor Jerry Wind, this reference focuses on marketing strategies, methods, and cases used specifically for e-commerce

businesses operating globally. It includes contributed chapters from leading thinkers from top U.S. business schools including Wharton, the University of Texas, Columbia, Harvard, Northwestern, University of Michigan, Duke, and MIT. Many of the contributors, in addition to teaching MBA and Executive Education seminars, also consult to major corporations around the world.

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