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Nota di contenuto	COVER; CONTENTS; CHANGING SCENARIO; ELECTRONIC BUSINESS; ELECTRONIC COMMERCE; DISTRIBUTION; CUSTOMER RELATIONSHIP MANAGEMENT; ADVERTISING; BUSINESS INTELLIGENCE; ELECTRONIC GOVERNANCE; INFORMATION TECHNOLOGY INDUSTRY; FUTURE SCENARIO
Sommario/riassunto	This book is an inspirational outcome during my stay in US in 1999. With lot of uninstited flow of information in journals such as Business Week, Profit(a journal of Oracle Corporation), Wall Street Journal, Time Almanac etc., pertaining to the onward march of electronics on online marketing, the book takes a different approach. This influence of electronics on business especially on marketing has been analyse and examined in the areas such as Distribution, Customer Relationship Management, Advertising, Business Intelligence. It has been observed that while in developed countries, electronics