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Sommario/riassunto	This textbook provides a clear and practice-oriented overview of the basics of online marketing. Short learning units, clear didactic modules and the accompanying learning tests ensure a sustainable transfer of knowledge. It is thus aimed at all those who deal with questions of online marketing in the context of their education and training (also as a minor subject) as well as their professional practice. This book is an adapted translation of the original German 3rd edition Online-Marketing by Ralf T. Kreutzer, published by Springer Fachmedien Wiesbaden GmbH, part of Springer Nature in 2021. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). The present version has been revised technically, contentwise and linguistically by the author. Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors. The Content Instruments, success factors and goals of online marketing Conception of online marketing Instruments of online marketing E-commerce The Author Prof. Dr. Ralf T. Kreutzer is Professor of

Marketing at the Berlin School of Economics and Law as well as a marketing and management consultant, trainer and coach. He spent 15 years in various management positions at Bertelsmann, Volkswagen and Deutsche Post before being appointed Professor of Marketing in 2005.
