Record Nr. UNINA9910826106903321 Business Intelligence and e-Marketing Workshop, IBM Warwick, 2001 / **Titolo** / guest editors, Julie Abbott and Merlin Stone Pubbl/distr/stampa Bradford, England, : Emerald Group Publishing, c2003 **ISBN** 1-280-51188-5 9786610511884 1-84544-567-8 Edizione [1st ed.] Descrizione fisica 1 online resource (65 p.) Collana Qualitative market research: an international journal; ; v.6, no. 1, pt. 2 Altri autori (Persone) AbbottJulie StoneMerlin Disciplina 658.4/7 Soggetti Business intelligence Electronic commerce - Marketing Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Bibliographic Level Mode of Issuance: Monograph Contents -- Abstracts & amp -- keywords -- Guest editorial -- Building Nota di contenuto an e-business scenario for small business -- Innovative use of the Internet in established small firms -- Integrating the Web and e-mail into a push-pull strategy -- Channel conflict and high involvement Internet purchases -- "Following the yellow brick road" -- An investigation of online consumer purchasing. We inhabit a world where communications and information technology Sommario/riassunto are now an accepted part of our lives. The technology is improving faster and faster with product life cycles becoming much shorter. How is that affecting life for the consumer - especially younger people? Many small and medium companies want to achieve more using current technologies - especially those that allow the collection and

manipulation of the enormous amounts of data available today.