



On-line Marketing: Principles and Current Practices

By Gayatri Varma

New Century Publications. Hardcover. Book Condition: New. The last decade of the 20th century witnessed the emergence of an all-pervasive global information infrastructure, commonly referred to as the Internet or the World Wide Web. Marketing of products and services has also been immensely influenced by the Internet. Various marketing activities can be performed more efficiently than ever before with the help of Internet. In India, the Internet became available to the general public and the business in 1995. People have been mesmerized by the prowess of the Internet, both as a communication tool and as an entertainment medium. The Indian corporate world was quick to realise the commercial potential of the Web and embraced it as part of its business and marketing strategies. This book describes the concepts of cyberspace, Internet, the World Wide Web and explains the fundamentals of the digital world.



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