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# Internet Marketing: Integrating Online And Offline Strategies



**Internet Marketing**  
INTEGRATING ONLINE & OFFLINE STRATEGIES  
Roberts and Zahay • Third Edition



## **Synopsis**

INTERNET MARKETING, 3RD EDITION provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues. Above all, it works on the premise that the Internet--whether used as a medium of communication or as a channel of distribution--is only one component of the contemporary marketer's arsenal. The key issue facing marketers today is how to best integrate this powerful new component, continuing developments in Internet marketing into their strategies and media plans. That ongoing challenge represents the essential theme of this text.

## **Book Information**

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## **Customer Reviews**

Mary Lou Roberts is Professor Emeritus of Management and Marketing at the University of Massachusetts Boston. She taught in the marketing area there for over 20 years. Her Ph.D. in marketing is from the University of Michigan. She is the senior author of Direct Marketing Management, second edition and a co-author of Social Media Marketing: A Strategic Approach, second edition. She has published extensively in marketing journals in the United States and Europe. In 1997 her article "Expanding the Role of the Direct Marketing Database" was included in the Journal of Direct Marketing Best of the Decade Ten Year Retrospective. She has been an active member of many professional organizations and has served on a number of their boards including the local and national boards of the American Marketing Association, Mass Audubon and the Advisory Board of Professional Organizations of the U.S. Department of the Census. Debra Zahay is

a Full Professor of Marketing and Department Chair of Marketing and Entrepreneurship at St. Edward's University in Austin, Texas, where she has overseen the inclusion of digital marketing and analytics in the undergraduate curriculum. She holds her Doctorate in Marketing from the University of Illinois in Urbana-Champaign, her Master of Management from Northwestern University in Evanston, Illinois, her Juris Doctor from Loyola University in Chicago, Illinois and her undergraduate degree from Washington University in St. Louis, Missouri. Dr. Zahay researches how firms can facilitate customer relationships, particularly using customer information. She has published extensively in marketing journals in the United States and Europe. She has served as a vice president on the Executive Board of the Chicago American Marketing Association and currently serves on the Board of the Marketing EDGE organization and the editorial board of the Journal of Marketing Analytics as well as that of Industrial Marketing Management. She has been the Editor-in-Chief of the Journal of Research in Interactive Marketing since 2012, guiding the explosive growth in influence of that journal.

If you are an instructor considering this text, please keep looking. The book is somewhat dated, but its real problem is a lack of editing. There are random factoids scattered in with useful text which makes many passages unnecessarily confusing. For example: Does it really matter whether Jerry Yang was rumored to have been forced out of Yahoo? That is the sort of detail that is somewhat randomly included. The authors obviously know a lot about the early days of the internet, but that doesn't make all that information relevant to internet marketing. Also, don't be confused by the "Kindle" Edition. This is not a Kindle book but what's called a "print replica" which means most eBook features are not available - very frustrating for a book about the internet. One would hope that for a \$50 "Kindle" book the publisher could have taken the time to actually convert the book into a true e-Book format. Even a PDF version would have been more useful than this print replica version.

Very smart book. Very informative and intricate. Has some technical terms that might be more challenging to a beginner, but the concepts are strong and important. I would suggest this book for serious marketers and those who need to create a long lasting marketing plan.

Great book for my college course.

As much as I love Internet marketing, I could not read this book without falling asleep. This book is

just boring. Tons of uninteresting text and redundant information.

I can't even get myself to actually read it. The terms aren't user friendly. It makes a terrible textbook, it has many bold vocabulary words that they don't bother to define.

OK

The book is new and has very light marks of use. This is a great book on internet marketing although it was written in 2013.

I didn't learn anything from this book that I didn't already know from research I did online a few years ago.

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