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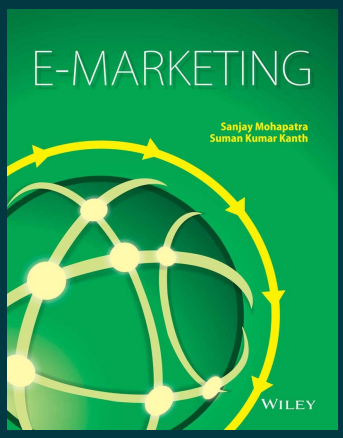

E-Marketing

By Sanjay Mohapatra, Suman Kumar Kanth

Paperback 9788126542000 **₹781.00**

Pages: 204

Description

The distinctive feature of the book is its focus on Internet-based e-market orientation as a substitute to the traditional marketing concepts. However, while still being focused on the 4Ps concept, it describes short- and long-term approaches for designing e-marketing strategy. The book emphasizes the roles of cross-functional departments, online market actors, distributors, competitors, influencers, and other stakeholders while developing market relations and enhancing value proposition to customers.

About the Author

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Dr. Sanjay Mohapatra is a Professor in Information Systems in XIMB

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