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Chapter 5 Learning Objectives Describe the growth of Internet use worldwide. Define e-business and e-marketing, and list the opportunities e-marketing presents. Distinguish between a corporate website and a marketing website. List the major forms of B2B e-marketing. Explain business-to-consumer (B2C) e-marketing. Identify online buyers and sellers.

Chapter 5 - Contemporary Marketing

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Presenting a range of perspectives on advertising in a global society, this Second Edition of *Controversies in Contemporary Advertising*, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

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A successful marketing department has the power to make or break a business. Today, marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market. As companies compete for international standing, the value of marketing professionals with well-rounded experience, exposure, and education has skyrocketed. Global

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Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement. A compendium of innovations, insights, and ideas from marketing professors and professionals, this title explores the need for students to be prepared to enter the sophisticated global marketplace. This book will be invaluable to marketing or business students and educators, business professionals, and business school administrators.

Advertising is often used to illustrate popular and academic debates about cultural and economic life. This book reviews cultural and sociological approaches to advertising and, using historical evidence, demonstrates that a rethink of the analysis of advertising is long overdue. Liz McFall surveys dominant and problematic tendencies within the current discourse. This book offers a thorough review of the literature and also introduces fresh empirical evidence. Advertising: A Cultural Economy uses a historical study of advertising to regain a sense of how it has been patterned, not by the 'epoch', but by the interaction of institutional, organisational and technological forces.

Presenting advertising from a creative stand-point and using real-world examples, this text addresses the world of contemporary advertising. The text emphasizes the importance of Integrated Marketing Communications and how it impacts advertising strategy.

"The second edition of this great book brings a wealth of updates and insights into international advertising. Barbara Mueller has a knack of drawing you in so that you find yourself unable to put each chapter down. One of the great strengths of the book is that it provides context, be it historic, societal or

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marketing, along with considerable depth of knowledge."---Douglas West, University of Birmingham --

Why are critics upset about advertising? And why are its practitioners so defensive? Revised and extensively updated, this edition of the classic *Advertising in Contemporary Society* offers unique perspectives that will help the reader understand how and why the controversial American phenomenon of advertising generates so much heat and--though much of it is passive--so much acceptance.

This second edition of *Contemporary Issues in Marketing and Consumer Behaviour* has been completely revised and updated to keep pace with the latest developments, exploring fresh new themes in brand cultures, postmodernism, gender, ethics and globalisation. Topics new to this edition include: * the moralised brandscape; * the politics of consumption; * the spaces and places of marketing; and * the relationship between marketing and psychoanalysis. This popular text successfully links marketing theory with practice, locating marketing ideas and applications within wider global, social and economic contexts. Written by three experts in the field, this title fills a gap in a growing market interested in these contemporary issues. Mapping neatly to a one-semester module, it provides a complete off-the-shelf teaching package for masters, MBA and advanced undergraduate modules in marketing and consumer behaviour and a useful resource for dissertation study at both undergraduate and postgraduate levels.

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