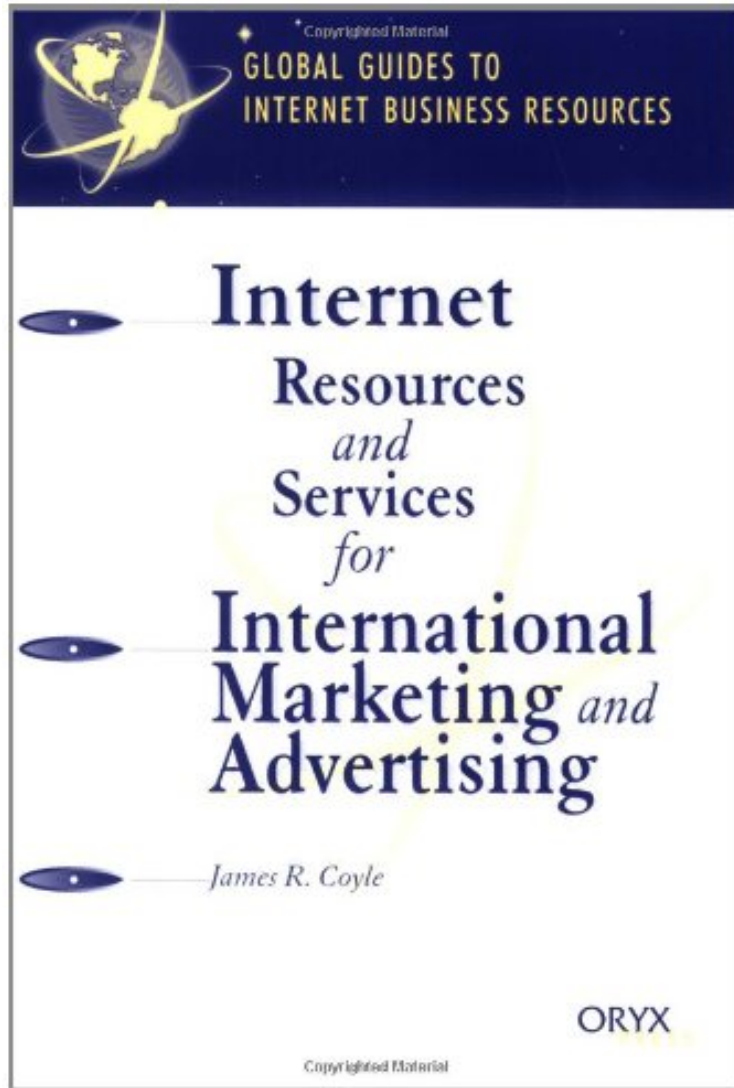


(Read free) Internet Resources and Services for International Marketing and Advertising: A Global Guide
(Global Guides to Internet Business Resources)

Internet Resources and Services for International Marketing and Advertising: A Global Guide (Global Guides to Internet Business Resources)

James R. Coyle

*DOC | *audiobook | ebooks | Download PDF | ePub*



#9592904 in Books Greenwood 2002-05 Original language: English PDF # 1 10.00 x .81 x 7.011, 1.69 #File Name: 1573564079320 pages | File size: 28.Mb

James R. Coyle : Internet Resources and Services for International Marketing and Advertising: A Global Guide (Global Guides to Internet Business Resources) before purchasing it in order to gage whether or not it would be worth my time, and all praised Internet Resources and Services for International Marketing and Advertising:

A Global Guide (Global Guides to Internet Business Resources):

The Internet has had a tremendous impact on worldwide advertising and marketing practices. This comprehensive guide provides information on the international marketing and advertising industries of over 150 countries and regions and includes over 2,000 Web sites containing free information on the subject. Also covered is information on many related marketing subspecialties including direct marketing, customer relationship management, graphic design, retailing, distribution, and packaging. Each Internet resource listed includes a title, a URL, and an annotation. Resources are indexed by Web site title, site sponsor, country, and subject.

... "a truly useful collection of Web resources on marketing and advertising. Considering its reasonable price and excellent coverage and indexing, the reviewer recommends this work for any business collection with the caveat that it will need to be updated frequently." -Reference User Services Quartly... "rich detail is supplied.... General readers; professionals." -Choice?... rich detail is supplied.... General readers; professionals. ?-Choice?... a truly useful collection of Web resources on marketing and advertising. Considering its reasonable price and excellent coverage and indexing, the reviewer recommends this work for any business collection with the caveat that it will need to be updated frequently. ?-Reference User Services Quartly... "rich detail is supplied.... General readers; professionals." -Choice... "a truly useful collection of Web resources on marketing and advertising. Considering its reasonable price and excellent coverage and indexing, the reviewer recommends this work for any business collection with the caveat that it will need to be updated frequently." -Reference User Services Quartly

About the Author JAMES R. COYLE is Assistant Professor at the Zicklin School of Business at Baruch College, City University of New York, where he teaches Internet marketing and advertising campaigns. Coyle's research and publication interests are related to advertising processing, particularly how Web site design tools and principles affect consumer processing. His published research has appeared in the Journal of Advertising, Journal of Current Issues and Research in Advertising, Journal of Advertising Education, and Journal of Broadcasting and Electronic Media.