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For courses in electronic marketing or e business. Strauss/Frost offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing.

Strauss & Frost, E-Marketing | Pearson

Judy Strauss was Professor of Marketing Emerita at the University of Nevada-Reno, USA. She was also an award-winning author of four books and numerous academic papers on internet marketing, advertising, and marketing education. Judy passed away during production of this edition. This book is dedicated to her.

E-marketing (8th ed.) by Raymond D. Frost (ebook)

E-marketing [Raymond D. Frost, Alexa Fox, Judy Strauss] on Amazon.com. *FREE* shipping on qualifying offers. E-Marketing is the most comprehensive book on digital marketing, covering all the

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He has published scholarly papers in the information systems and marketing fields and is an associate editor of The Journal of Database Management. Frost is co-author of Building Effective Web Sites and the E-Marketing Guide. Dr. Frost teaches database, electronic commerce, and information design courses.

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E-marketing (Book, 2014) [WorldCat.org]

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E-Marketing , Judy Strauss, Raymond Frost, 2001, Business & Economics, 519 pages. Designed for courses covering Marketing on the Internet and/or Electronic Commerce, this book discusses the tools and techniques being used today to harness the vast marketing.

E-Marketing, 2013, 448 pages, Raymond Frost, Judy Strauss ...

They also developed a new course in 1996, "Marketing in Cyberspace." This book grew out of that course and has significantly evolved along with changes in e-marketing. Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno. She is an award winning author of 12 books and numerous academic papers in Internet marketing ...

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E-Marketing, 6/E Judy Strauss Raymond Frost solutions manual and test bank . CHAPTER TEN. PRICE: THE ONLINE VALUE. Multiple Choice. 1. Broadly speaking, the definition of price includes all of the following values except _____. a. money

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About the Author. Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno. She is an award winning author of 12 books and numerous academic papers in Internet marketing, advertising, and marketing education.

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