



Marketing on the Internet - the food and beverages industry

By Christina Kuttnig

GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 211x144x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 1999 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of West Florida, Pensacola, course: Integrated Marketing Communication Principles, 12 entries in the bibliography, language: English, abstract: The Internet as a new medium poses a special challenge for companies in reinforcing their public image, their advertising, distribution and marketing research, thus fulfilling various marketing objectives. Companies are increasingly recognizing the importance of applying a full-systems perspective in using their communication tools. The aim is to set the overall communication budget and the right allocation of funds to each communication tool. Web marketing is becoming a more and more vital component of a firm's marketing budget and therefore demands sensible and rational consideration and planning. It is vital for organizations that are considering an Internet marketing strategy to effectively coordinate each component. The bottom line is that organizations are putting themselves in the global marketplace. It is thus important for organizations to be critical of what works well and what meets their needs with an...

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