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## Marketing the e-Business (Routledge eBusiness)

*Charles Dennis*

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**Charles Dennis : Marketing the e-Business (Routledge eBusiness)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing the e-Business (Routledge eBusiness):

Since the much-hyped dot.com crash, treading the e-business path can be daunting. In these increasingly uncertain and cynical times, this useful text unpicks the challenges of e-Marketing for many types of business. It uses topical case studies and accompanying web material to provide an up-to-date study of effective marketing strategies. Topics include:\*Multi-channel marketing strategies\*Change Management\*Lessons learned from the dot.com crash\*Branding, e-Retail and relationship building\*Digital divides, privacy and data security.Providing a new approach to the subject matter, this book analyses the benefits of e-Marketing as a tool for improving efficiency and effectiveness rather than business revolution. Considering the practicalities of marketing in an e-Business context, it is the first book of its kind

to voice such a rigorous argument for the importance of e-Marketing, and a crucial text for anyone studying or practicing e-Business.

'Marketing the e-Business can be recommended. [It] has a sound structure, clear content and a good range of learning features including case studies.' - Dave Chaffey, Times Higher Education Supplement  
About the Author  
Lisa Harris is Lecturer in Marketing, and the founder of the e-Commerce Research Group at the School of Business Management, Brunel University. She is also the organiser of the inter-departmental BSc in eCommerce.  
Charles Dennis is a Chartered Marketer and a lecturer in Marketing and Retail Management. He is an approved consultant for the Institute of Marketing.