



Digital Marketing: Global Strategies from the World's Leading Experts

By Yoram (Jerry) Wind, Vijay Mahajan

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The first in a series of books from Wharton's prestigious SEI Center, managed by Professor Jerry Wind, this reference focuses on marketing strategies, methods, and cases used specifically for e-commerce businesses operating globally. It includes contributed chapters from leading thinkers from top U.S. business schools including Wharton, the University of Texas, Columbia, Harvard, Northwestern, University of Michigan, Duke, and MIT. Many of the contributors, in addition to teaching MBA and Executive Education seminars, also consult to major corporations around the world.

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Editorial Review

From the Inside Flap

What will happen to pricing now that online consumers can choose their own prices and buyers and sellers can haggle independently in Internet auctions? Have brand names become less powerful as customers move closer to accessing real-time, highly competitive information? And how can companies shift from traditional broadcast communications to the interactivity of e-commerce-where information educates, entertains, and hopefully persuades the consumer?

Digital Marketing answers these questions and more, exploring the key issues and challenges that businesses operating in the changing global digital age must face. This book from The Wharton School's SEI Center features the best thinking on digital marketing from leading experts at the nation's top business schools including Wharton, Columbia, Harvard, Northwestern, University of Michigan, and MIT.

Under the authoritative guidance of marketing strategists Jerry Wind and Vijay Mahajan, this timely reference reveals revolutionary approaches for promoting and selling products and services-approaches specifically tailored for companies embracing digital technologies. Many of the contributors are consultants to major corporations around the world, so you'll get a real-world understanding of what works, what doesn't, and how to ensure your company's long-term success in e-business.

Inside, you'll find a wide range of strategies on topics such as:

- * The shift from mass marketing to customization-the new "sense and respond" business model
- * Data mining from online consumers-using the Internet as a valuable tool for finding out who your customers are
- * Pricing in the digital environment
- * The infrastructure of e-business
- * Product positioning on the Internet-how to present your offerings as unique
- * Keeping your company competitive on an international scale

Savvy marketing in today's fast-paced world of e-business requires a great measure of flexibility and experimentation. That's why the insightful, adaptable ideas in Digital Marketing make it essential reading for any executive, manager, or consultant charged with helping their company succeed in its online initiatives.

From the Back Cover

THE WORD IS OUT ABOUT DIGITAL MARKETING

"This is the first comprehensive treatment of an increasingly important subject." --Peter Drucker, Honorary Chairman, Peter F. Drucker Foundation for Nonprofit Management and Clarke Professor of Social Sciences, Claremont Graduate University

"Traditional marketing can kill your company. This book is must reading for every company that recognizes the need to reorganize its marketing strategy vis-à-vis the new empowered customer and the new technology." --Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg Graduate School of Management, Northwestern University

"Digital Marketing asks the questions today's marketers must answer to meet tomorrow's challenges. Digital

consumers are decision-makers, no longer decision-takers. Successful marketing strategies will have to focus on helping them to optimize their decisions." --Dr. Ulrich Cartellieri, Member of the Board, Deutsche Bank AG Frankfurt

"...an extremely lively and balanced book. Based on solid research, it covers everything a good marketer, executive, even CEO, needs to know in order to compete in the digital marketplace. Not only does it cover technology, knowledge management, economics, customer contact, data warehousing and strategy, it also shows how to create digital marketing programs that fit with the new business models." --Lennart S. Lindegren, Global Strategy Leader, PricewaterhouseCoopers

"Making sense of technology and business on the Internet has become an urgent priority. This book represents a crucial step in establishing a comprehensive framework for developing business models. This is essential reading for everyone wishing to exploit the new thinking in an informed way." --Colin Crook, Former Chief Technologist, Citicorp

"...full of solid insights on how to leverage the Internet for customers' and marketers' delight. A must for twenty-first-century marketers and researchers across the globe." --Hotaka Katahira, Professor of Marketing Science, Faculty of Economics, University of Tokyo

About the Author

JERRY WIND is Lauder Professor of Marketing and Director of the SEI Center for Advanced Studies in Management at the Wharton School as well as a marketing and business strategy consultant to such companies as Edward Jones & Company, SEI Corporation, and BMS. He is on the boards of a number of dot-com startups. Wind is the author of over 200 articles and eighteen books, including *Driving Change: How the Best Companies Are Preparing for the 21st Century*.

VIJAY MAHAJAN is John P. Harbin Centennial Chair of Business at the College of Business Administration of the University of Texas at Austin, specializing in new product development and diffusion, forecasting, marketing strategy, and marketing research methodologies.

Users Review

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James Ray:

Do you have favorite book? Should you have, what is your favorite's book? E-book is very important thing for us to learn everything in the world. Each publication has different aim or even goal; it means that book has different type. Some people experience enjoy to spend their time and energy to read a book. They can be reading whatever they consider because their hobby is definitely reading a book. How about the person who don't like looking at a book? Sometime, particular person feel need book after they found difficult problem as well as exercise. Well, probably you will need this *Digital Marketing: Global Strategies from the World's Leading Experts*.

Robert Lindsey:

Do you certainly one of people who can't read pleasurable if the sentence chained inside straightway, hold on guys this specific aren't like that. This *Digital Marketing: Global Strategies from the World's Leading Experts* book is readable simply by you who hate those perfect word style. You will find the info here are arrange for enjoyable looking at experience without leaving also decrease the knowledge that want to offer to

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Harold Young:

Is it a person who having spare time then spend it whole day through watching television programs or just telling lies on the bed? Do you need something new? This Digital Marketing: Global Strategies from the World's Leading Experts can be the reply, oh how comes? It's a book you know. You are and so out of date, spending your time by reading in this brand-new era is common not a geek activity. So what these guides have than the others?

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