

## Contemporary Advertising Chapter 5

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Chapter 5 Learning Objectives Describe the growth of Internet use worldwide. Define e-business and e-marketing, and list the opportunities e-marketing presents. Distinguish between a corporate website and a marketing website. List the major forms of B2B e-marketing. Explain business-to-consumer (B2C) e-marketing. Identify online buyers and sellers.

### Chapter 5 - Contemporary Marketing

Marketing has changed significantly since it first emerged as a distinct business and management phenomenon. We identify some of the major factors causing the observed change in marketing practice. We then describe a classification scheme that is based on transaction marketing and relationship marketing, each of which is characterised using five marketing exchange dimensions and four ...

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