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Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to

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sales leads from websites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspapers and magazines.

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Internet marketing integrating online and offline strategies: 5. Internet marketing integrating online and offline strategies. by Debra Zahay; Mary Lou Roberts Print book: English. 2017. 4th edition : Mason, OH Cengage Learning Custom Publishing 6. Internet marketing : integrating online and offline strategies

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Internet Marketing: Integrating Online and Offline Strategies asserts that while the Internet is a transformational innovation,

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its products or services over the internet using tools that help ...

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Marketing has evolved a lot since the 1990s with the arrival of the Internet. It does not mean it has rendered other offline marketing strategies obsolete. This article shows how effective it is to integrate online and

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