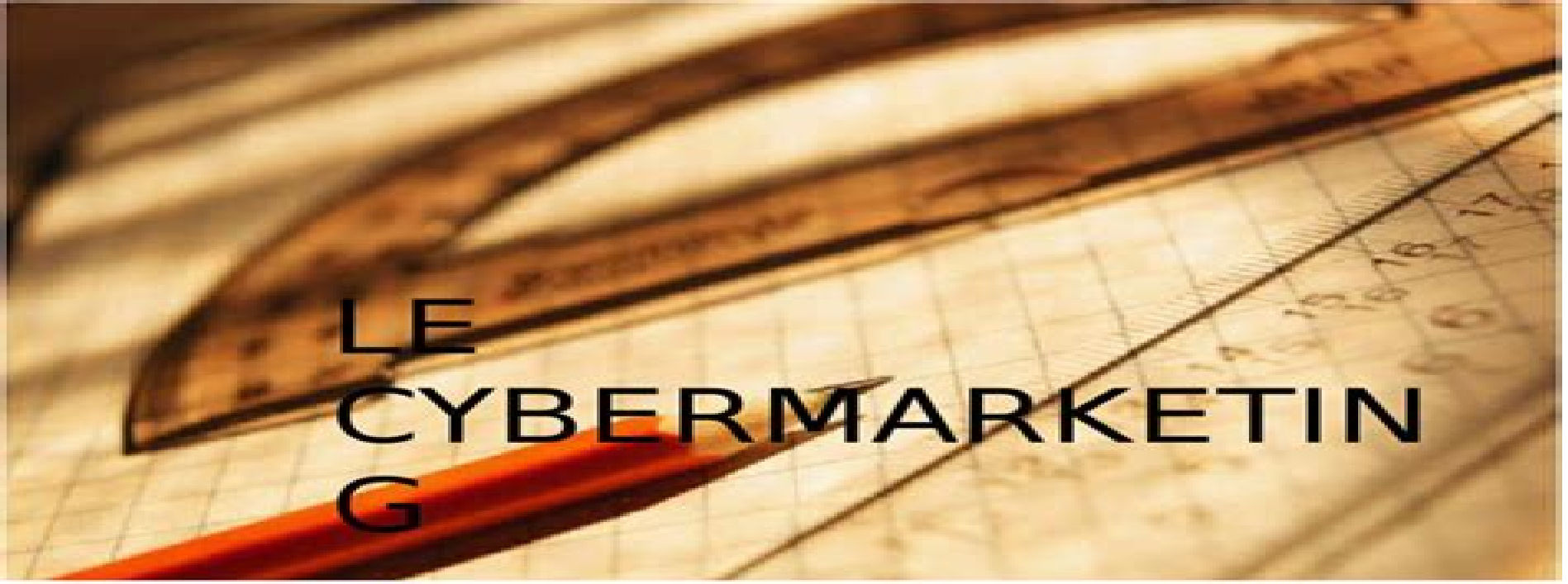

LE CYBERMARKETING

Jalba Emanuel George

Notions générales

- Le marketing, terme d'origine anglo-saxone, est dérive du verbe « to market », qui signifie effectuer des transactions sur le marche, respectivement d'acheter et de vendre. Mais, une telle approche n'est pas suffisante pour le marketing, car elle ne mets pas en évidence la complexité et la richesse de cet terme.
- En ce qui concerne le cybermarketing, a la base, le terme « cyber » signifie « la séance du contrôle des systèmes complexes » mais, a cet époque, la définition du préfixe « cyber » - a évolue, et maintenant elle fait référence a la réalité virtuelle par laquelle tous les components de l'Internet communiquent uns avec les autres, ou a quelque chose très moderne et nouveau.
- Le cybermarketing, également connu sous le nom de marketing web, le marketing en ligne, publicité en ligne, ou e-marketing, est appelée la commercialisation de produits ou services sur Internet. Le cybermarketing est considérée comme une large portée, car elle ne renvoie pas seulement à la

Cybermarketing A Guide For Managers In Developing Countries

Rosina Ehmann

Cybermarketing A Guide For Managers In Developing Countries:

Cybermarketing United Nations,United Nations Publications,2002-02-01 **Cybermarketing** Philippe D. Monnier,1999 Guide on how to make use of commercial possibilities of the Internet aimed at enterprise managers in developing countries T p verso Cybermarketing ,1999 Principles and Practice of Marketing Jim Blythe,2013-11-05 When you think of marketing you may think of the adverts that pop up at the side of your screen or the billboards you see when you re out all those moments in the day when somebody is trying to grab your attention and sell you something Marketing is about advertising and communications in part but it s also about many other things which all aim to create value for customers from product research and innovation to after care service and maintaining relationships It s a rich and fascinating area of management waiting to be explored so welcome to Marketing Jim Blythe s Principles and Practice of Marketing will ease you into the complexities of Marketing to help you achieve success in your studies and get the best grade It provides plenty of engaging real life examples including brands you know such as Netflix and PayPal marketing is not just about products but services too Marketing changes as the world changes and this textbook is here to help keeping you up to speed on key topics such as digital technologies globalization and being green *United Nations Inter-agency Resource Guide for Small Enterprise Development* Enterprise Development Unit,2000 This publication presents a practical reference and policy guide on how to build a sound policy environment that contributes to the establishment and growth of enterprises It profiles 40 detailed services ranging widely in size and scope available from UN agencies and representing the best of what these agencies have to offer The services are grouped into seven categories enabling environment and policy services training business advisory services market development and trade information business linkages technology acquisition and development This guide provides a common vehicle through which participating UN agencies can jointly advocate good practices in small enterprise development based upon their shared experience with what works and what is sustainable The structure of the guide is designed to enable the user to find information rapidly United Nations Publications Catalogue ,2006 Information Technology and E-commerce for Development Bishwa Kesher Maskay,2001 Round table organised by Centre for Development and Governance Nepal **The African Book Publishing Record** ,2001 Partners in African Publishing ,1998 The African Publishing Companion Hans M. Zell,2002 **Trade Information Dissemination** Bertrand Jocteur Monrozier,2001 **International Trade Forum** ,2004 Issues for Mar 1966 Feb 1969 have supplements which carry the same numerical designation but different month designations **Current Awareness Service** ,2000

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