

Importance of E-marketing, Report Essay

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Abstracts

Business world is changing very rapidly. Marketing is the backbone of all of the businesses; no one can deny the importance of marketing in a business. The competition in the industry is increasing day by day and the marketers need more advanced and updated ways of marketing. Technology has replaced the traditional ways of marketing, now we are shifted towards more technological ways than the old ones. The new trend of marketing is e-marketing. Dr. Hatem El-Gohary, (2010) this is the modern technology this refers to electronic marketing. This is the method of application of marketing techniques through electronic media or the internet. We can use different terms for e-marketing such as online marketing and internet marketing. Olivier furrer, (2001) Cont... (750 words of this report)

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