



LE CYBERMARKETIN G

Jalba Emanuel George

Notions générales

- Le marketing, terme d'origine anglo-saxonne, est dérivé du verbe « to market », qui signifie effectuer des transactions sur le marché, respectivement d'acheter et de vendre. Mais, une telle approche n'est pas suffisante pour le marketing, car elle ne met pas en évidence la complexité et la richesse de cet terme.
- En ce qui concerne le cybermarketing, à la base, le terme « cyber » signifie « la séance du contrôle des systèmes complexes » mais, à cet époque, la définition du préfixe « cyber » - a évolué, et maintenant elle fait référence à la réalité virtuelle par laquelle tous les composants de l'Internet communiquent uns avec les autres, ou à 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

Bishwa Keshar Maskay



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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
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agencies have to offer The services are grouped into seven categories enabling environment and policy services training
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practices in small enterprise development based upon their shared experience with what works and what is sustainable The
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