



Web Advertising and Marketing, 3rd Edition

Thomas J. Kuegler Jr.

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The Web has changed the way every business function is conducted and will continue to have profound influences on the global economy. As your company enters the world of e-commerce and Web technologies, you will need effective Web advertising and marketing solutions. Web Advertising and Marketing, 3rd Edition is a complete guide to the tricky business of building an effective online commercial presence. It walks you through every step of the process, from understanding the basic technology to building an online marketing plan--from designing a stellar commercial Web site to making sure a Web site is secure. The book includes case studies of actual businesses and their success and failures on the Web. Web Advertising and Marketing, 3rd Edition can be a valuable guide for the novice to experienced Internet business person.

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