



## Webvertising : the ultimate Internet advertising guide /

Vieweg,  
2000

Aufsatzsammlung

Monografía

It is clear that the costs, strategies and effectiveness of Internet marketing differ greatly from conventional marketing. This book contains a wide range of white papers and case studies written by specialists, which inform you on how to exploit the new advertising trend. The information details the best strategies and will save you a great deal of time and money

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**Contenido:** Ch. 1. An Introduction to Online Advertising. Why Internet Advertising? / Tom Hyland. Internet Advertising / Coshe.com. It's an Ad, Ad World / Lee Weiner. Webvertising in an Accidental Industry / Nocturne.com. Advantages and Disadvantages of Advertising on the Web / The H. W. Grady College of Journalism and Mass Communication. BJ Webvertising Marketing Guide / B. J. Webvertising -- Ch. 2. Online vs. Traditional Marketing. Channel One Banner Advertising Report / Channel One. Executive Summary: The State of One to One Online / Peppers and Rogers Group. Web-based Sales: Defining the Cognitive Buyer / Paul Zellweger. Interactive Relationship Marketing / David M. Raab -- Ch. 3. Optimizing an Online Campaign. How Internet Advertising Works / Rex Briggs and Horst Stipp. It Pays To Advertise. Effects of Business-to-Business Advertising on Decision-Makers: Results of Recent Research / American Business Press. The Seven Steps to Successful Direct Marketing / Carey Hedges. Exploding the WEB CPM Myth / Rick Boyce. What Advertising Works? / Bill Doyle, Mary A. Modahl and Ben Abbott. Increasing Advertising Effectiveness on the Web / Intel Corporation. Justifying the Web of Your Business / USWeb Corporation. Collection of DrNunley.com Marketing Articles / Kevin Nunley -- Ch. 4. Ways to Measure. Counting "Hits" Not Bet Measure Of Web Success / Steven Bonisteel. The Dirty Truth About Click Throughs / eMarketer "the authority on business online" On-Line Advertising Campaign Measurement: How Cached Impressions and Varying Ad Serving Technologies Affect Reporting and Performance / Nicole Goldstein. Banner advertising more effective than tv or radio in luring web shoppers, according to

Andersen Consulting survey / Andersen Consulting -- Ch. 5. Tips. 9 Ways to Write Sure-Selling Ads / Binnie Perper. 10 Tips to More Effective Banners / Nick Bullimore -- Ch. 6. Webvertising in-Depth. Designing Catchy, Effective Banner Ads / Meredith Little. The Bigger Picture -- Free Vs. Paid Advertising / Internet Marketing Company. Technical White Paper: Advertising on the Web / Tom Shields. Generate and Tracking Response to Promotional E-mail / Michelle Feit. Why E-Mail Lists Have Come of Age / Michelle Feit

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