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# Internet Marketing: Integrating Online and Offline Strategies

*By Mary Lou Roberts, Debra Zahay*



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INTERNET MARKETING, 3RD EDITION provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues. Above all, it works on the premise that the Internet--whether used as a medium of communication or as a channel of distribution--is only one component of the contemporary marketer's arsenal. The key issue facing marketers today is how to best integrate this powerful new component, continuing developments in Internet marketing into their strategies and media plans. That ongoing challenge represents the essential theme of this text.



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### **About the Author**

Mary Lou Roberts is Professor Emeritus of Management and Marketing at the University of Massachusetts Boston. She taught in the marketing area there for over 20 years. Her Ph.D. in marketing is from the University of Michigan. She is the senior author of *Direct Marketing Management*, second edition and a co-author of *Social Media Marketing: A Strategic Approach*, second edition. She has published extensively in marketing journals in the United States and Europe. In 1997 her article "Expanding the Role of the Direct Marketing Database" was included in the *Journal of Direct Marketing Best of the Decade Ten Year Retrospective*. She has been an active member of many professional organizations and has served on a number of their boards including the local and national boards of the American Marketing Association, Mass Audubon and the Advisory Board of Professional Organizations of the U.S. Department of the Census.

Debra Zahay is a Full Professor of Marketing and Department Chair of Marketing and Entrepreneurship at St. Edward's University in Austin, Texas, where she has overseen the inclusion of digital marketing and analytics in the undergraduate curriculum. She holds her doctorate in marketing from the University of Illinois. Dr. Zahay researches how firms can facilitate customer relationships, particularly using customer information. She has published extensively in marketing journals in the United States and Europe. She has served as a vice president on the Executive Board of the Chicago American Marketing Association and currently serves on the Board of the Marketing EDGE organization and the editorial board of the *Journal of Marketing Analytics* as well as that of *Industrial Marketing Management*. She has been the Editor-in-Chief of the *Journal of Research in Interactive Marketing* since 2012, guiding the explosive growth in influence of that journal.

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