



Work the Web, E-marketing (Working the WEB)

Simon Collin

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The opportunities are endless but you need to know what you want to achieve and how to go about achieving it. In this comprehensive book Simon Collin provides all the latest information you need to understand and use the range of new tools available. He points out the pitfalls as well as highlighting the advantages of using the Internet. Whether you are still planning a start-up or if you're hoping to bring your marketing efforts up to date, you will find this book an essential starting point.

E-marketing is packed with references to useful websites and each chapter covers a particular area of marketing and explains how it works on the Net

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