## E-Marketing



Advertising Research Foundation. n.d. 'Journal of Advertising Research'.

- Anon. n.d.-a. 'Alexa Traffic Data'.
- Anon. n.d.-b. 'Amazon's Warehouse Clip'.
- Anon. n.d.-c. 'BBC News Business'.
- Anon. n.d.-d. 'CB602 on Twitter'.
- Anon. n.d.-e. 'ClickZ'.
- Anon. n.d.-f. 'E-Corner'.
- Anon. n.d.-g. 'Google's Nexus One'.
- Anon. n.d.-h. 'IABUK Showcase'.
- Anon. n.d.-i. 'Interactive Advertising Bureau'.
- Anon. n.d.-j. 'Interactive Media in Retail Group'.
- Anon. n.d.-k. 'Internet Advertising Bureau UK'.
- Anon. n.d.-l. 'Internet Society'.
- Anon. n.d.-m. 'Journal of Information Technology'.
- Anon. n.d.-n. 'Search Engine Watch'.
- Anon. n.d.-o. 'Threats to the Brand'.
- Anon. n.d.-p. 'US Census Bureau'.
- Anon. n.d.-q. 'Usability: USwitch Perks up Web Personality'.
- Anon. n.d.-r. 'Web Demo Actinic'.
- Anon. n.d.-s. 'Web Demo Retail RealTime'.
- Berners Lee and T. n.d. 'Views on Web 2.0'.

Brin, S and Page, and L. 1998. 'The Anatomy of a Large-Scale Hypertextual Web Search Engine'.

Chaffey, Dave. 2009a. Internet Marketing: Strategy, Implementation and Practice. 4th ed. Harlow: Financial Times/Prentice Hall.

Chaffey, Dave. 2009b. Internet Marketing: Strategy, Implementation and Practice. 4th ed. Harlow: Financial Times/Prentice Hall.

Chaffey, Dave. 2009c. Internet Marketing: Strategy, Implementation and Practice. 4th ed. Harlow: Financial Times/Prentice Hall.

Chaffey, Dave. 2009d. Internet Marketing: Strategy, Implementation and Practice. 4th ed. Harlow: Financial Times/Prentice Hall.

Chaffey, Dave. 2009e. Internet Marketing: Strategy, Implementation and Practice. 4th ed. Harlow: Financial Times/Prentice Hall.

Chaffey and Dave et al. 2008a. 'Internet Marketing: Strategy, Implementation and Practice'.

Chaffey and Dave et al. 2008b. 'Internet Marketing: Strategy, Implementation and Practice'.

Chaffey and Dave et al. 2008c. 'Internet Marketing: Strategy, Implementation and Practice'.

Chaffey, Dave and MyiLibrary. 2006. Internet Marketing: Strategy, Implementation and Practice. 3rd ed. Harlow: FT Prentice Hall.

Enders et al. n.d. 'The Long Tail of Social Networking: Revenue Models of Social Networking Sites'. in European management journal. Vol. 26. Oxford: Blackwell.

Gay, R, Charlesworth, A and Etsen, and R. 2007a. 'Online Marketing: A Customer-Led Approach'.

Gay, R, Charlesworth, A and Etsen, and R. 2007b. 'Online Marketing: A Customer-Led Approach'.

Gay, R, Charlesworth, A and Etsen, and R. 2007c. 'Online Marketing: A Customer-Led Approach'.

Gay, Richard, Charlesworth, Alan, and Esen, Rita. 2007a. Online Marketing: A Customer-Led Approach. Oxford: Oxford University Press.

Gay, Richard, Charlesworth, Alan, and Esen, Rita. 2007b. Online Marketing: A Customer-Led Approach. Oxford: Oxford University Press.

Gay, Richard, Charlesworth, Alan, and Esen, Rita. 2007c. Online Marketing: A Customer-Led Approach. Oxford: Oxford University Press.

Gay, Richard, Charlesworth, Alan, and Esen, Rita. 2007d. Online Marketing: A

Customer-Led Approach. Oxford: Oxford University Press.

Hardaker, Glenn and Graham, Gary. 2001a. Wired Marketing: Energizing Business for e-Commerce. Chichester: Wiley.

Hardaker, Glenn and Graham, Gary. 2001b. Wired Marketing: Energizing Business for e-Commerce. Chichester: Wiley.

Hardaker, Glenn and Graham, Gary. 2001c. Wired Marketing: Energizing Business for e-Commerce. Chichester: Wiley.

Hardaker, Glenn and Graham, Gary. 2001d. Wired Marketing: Energizing Business for e-Commerce. Chichester: Wiley.

Hardaker, Glenn and Graham, Gary. 2001e. Wired Marketing: Energizing Business for e-Commerce. Chichester: Wiley.

Hardaker, Glenn and Graham, Gary. 2001f. Wired Marketing: Energizing Business for e-Commerce. Chichester: Wiley.

Harvard University. Graduate school of Business Administration. n.d. 'Harvard Business Review'.

Laffey and D. 2007a. 'Paid Search: The Innovation That Changed the Web'.

Laffey and D. 2007b. 'Paid Search: The Innovation That Changed the Web'.

Laffey and D. 2007c. 'Paid Search: The Innovation That Changed the Web'.

Laffey, D and Gandy, and A. 2009. 'Applying Stabell and Fjeldstad's Value Configurations to e-Commerce: A Cross-Case Analysis of UK Comparison Websites'.

Nardi, BA, Schiano, DJ, Gumbrecht, M and Swartz, and L. 2004. 'Why We Blog'.

O'Reilly and T. 2005. 'What Is Web 2.0 - Design Patterns and Business Models for the next Generation of Software'.

Pan, SL and Lee, and JN. 2003. 'Using E-CRM for a Unified View of the Customer'.

Rayport, J and Sviokla, and J. 1996. 'Exploiting the Virtual Value Chain'. The McKinsey Quarterly 1.

Schneider, Gary P. and Perry, James T. 2000a. Electronic Commerce. Cambridge, Mass: Course Technology, Thomson learning.

Schneider, Gary P. and Perry, James T. 2000b. Electronic Commerce. Cambridge, Mass: Course Technology, Thomson learning.

Schneider, Gary P. and Perry, James T. 2000c. Electronic Commerce. Cambridge, Mass: Course Technology, Thomson learning.

Sinha and I. 2000. 'Cost Transparency: The Net's Real Threat to Prices and Brands'.

Harvard Business Review.

University of California, Berkeley. Graduate School of Business Administration. n.d. 'California Management Review'.

University of Indiana. Graduate School of Business. n.d. 'Business Horizons'.