



MP Internet Marketing: Building Advantage in a Networked Economy with CD

Rafi Mohammed, Robert J. Fisher, Bernard J. Jaworski, Aileen Cahill

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This text presents a road-tested framework to help students and practitioners understand how to think about and implement effective Internet marketing programs. The focus is on using marketing levers to vary the level of intensity that the consumer has with a Website to build a relationship with the customer through four stages; from Awareness, to Exploration/Expansion, to Commitment, and possibly through Dissolution.

This four stage customer-centric framework shows readers how to use the Internet to create intense and profitable relationships with their customers. In addition to comprehensively discussing the key levers that marketers can use to create relationships, the authors focus on two primary forces that the Internet brings to marketing the Individual and Interactivity - detailing how these forces influence key marketing levers and how these forces can be leveraged to create intense relationships with customers.

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