



## Electronic Marketing and the Consumer

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**Electronic Marketing and the Consumer** provides comprehensive and current information on a wide range of marketing techniques including: direct response radio and television; computers and the

Internet; facsimile machines; telephone-based technologies; videography; interactive kiosks; pagers; optical scanners; electronic ticket machines; and 'smart cards'.

Real-world cases and practical insights are provided from the experiences of major consumer marketers such as Mary Kay Cosmetics and Dell Computer. Robert A Peterson gives expert advice on the future of electronic marketing and its likely impact on consumer behaviour and society.

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