Advances in Electronic Marketing, Edited by Irvine Clarke III and Theresa Flaherty, 2005, Hershey, PA: dea Group

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There are many challenges facing organizations today as they incorporate electronic marketing methods into their strategy. Advances in Electronic Marketing examines these challenges within three major themes: the global environment, the strategic/technological realm, and the buyer behavior of online consumers.

Each chapter raises important issues, practical applications, and relevant solutions for the electronic marketer. Advances in Electronic Marketing not only addresses Internet marketing and the World Wide Web, but also other electronic marketing tools, such as geographic information systems, database marketing, and mobile advertising. This book provides researchers and practitioners with an updated source of knowledge on electronic marketing methods.

Advances in Electronic Marketing edited by Irvine Clarke III and Theresa Flaherty from James Madison University, USA. It published by Idea Gruops and has 3 sections and 16 chapters. These chapters wrote by different authors from different institutions. The majority of the authors are from USA and others are from Australia, UK, Italy, The Netherlands, Finland, Spain and Greece.

According to the editors the genesis of the book lies in investigating contemporary marketing thought about how the internet has changed the face of marketing. The buyer behavior of online consumers is the starting point of the book.

Section I consist of buyer behavior of online comsumers. In this section, the authors have been discussing the issues of attracting and retailing online buyers: Comparing B2B and B2C customers at the first chapter. Chapter II wrote by A. Y. C. Yeo and M. K. M Chiam from Australia. They try to explain unclocking E-Costomer Loyalty. The following chapter is about drivers and barriers to online shopping: the interaction of product, consumer and retailer factors.

Chapter four's title is eCRM: Understanding Internet Confidence and the Implications for Customer Relationship Management. Daugherty, Eastin and Gangadharbatla discuss the concept of eCRM and internet confidence.

The name of the second section is E-marketing Strategy. In this section, the authors discuss global internet marketing strategy, interactive brand experience, viral marketing and retailer use of permission-based mobile advertising.

In section III, the issue of technology for e-marketing is revealing. The authors from Australia explain us integrating internet/database marketing for CRM, developing brand assets with wireless devices and geographic information systems in e-marketing

E-marketing legal challenges section has two chapters. One of them is about legal online marketing issues and second is about regulatory and marketing challenges between the U.S. and EU for Online markets.

The last section of the book is related to the e-consumer theoretical frameworks. We can list the titles of the chapters like these: modeling the effects of attitudes toward advertising on the internet, virtual community and an online consumer purchase decision cycle.

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Preface

Due to the fluid nature of the field, absolute answers to electronic marketing problems are unattainable. However, this book does provide a comprehensive collection of cutting-edge research on Internet and technological applications for marketing. By investigating major elements of Internet marketing including online marketing strategy, marketing research, database development, online consumer behavior, customer relationship marketing, and the online marketing mix, readers should have a better understanding of the current state of the discipline. The primary contribution lies in bringing together a global perspective, from many of the leading researchers, of the issues facing electronic marketing today. We hope that Advances in Electronic Marketing will serve as a useful resource for greater understanding of the concepts, theories, practices, and current state of electronic marketing.

Acknowledgements

Irvine Clarke III and Theresa B. Flaherty
James Madison University

SECTION I:
THE BUYER BEHAVIOR OF ONLINE CONSUMERS

SECTION II:
E-MARKETING STRATEGY

- Chapter V. Global Internet Marketing Strategy: Framework and Managerial Insights
- Gopalkrishnan R. Iyer, Florida Atlantic University
- Chapter VI. Interactive Brand Experience: The Concept and the Challenges
- Mary Lou Roberts, University of Massachusetts, Boston
- Chapter VII. Viral Marketing: The Use of Surprise
- Adam Lindgreen, Technical University Eindhoven and Joëlle Vanhamme, Erasmus University Rotterdam
- Chapter VIII. Retailer Use of Permission-Based Mobile Advertising
- Jari Salo and Jaana Tahtinen, University of Oulu, Finland

SECTION III:
TECHNOLOGY FOR E-MARKETING

- Chapter IX. Integrating Internet/Database Marketing for CRM
- Sally Rao, Adelaide University and Chris O'Leary, MSI Business Systems Pty Ltd
- Chapter X. Developing Brand Assets with Wireless Devices
- Jari Helenius and Veronica Liljander, Swedish School of Economics and Business Administration
- Chapter XI. Geographic Information Systems (GIS) in E-Marketing
- Mark R. Leipnik and Sanjay S. Mehta, Sam Houston State University

SECTION IV:
E-MARKETING LEGAL CHALLENGES

- Chapter XII. Legal Online Marketing Issues: The Opportunities and Challenges
- Michael T. Zugelder, Old Dominion University
- Chapter XIII. Regulatory and Marketing Challenges Between the U.S. and EU for Online Markets
- Heiko deB. Wijnholds and Michael W. Little, Virginia Commonwealth University

SECTION V:
E-CONSUMER THEORETICAL FRAMEWORKS

- Chapter XIV. Modeling the Effects of Attitudes Toward Advertising on the Internet
- Chris Manolis, Xavier University, Nicole Averill, Carmichael Events, and CharlesM. Brooks, Quinnipiac University
- Chapter XV. Virtual Community: A Model of Successful Marketing on the Internet
- Carlos Flavian and Miguel Guinaliu, University of Zaragoza (Spain)
- Chapter XVI. An Online Consumer Purchase Decision Cycle
- Penelope Markellou, University of Patras, Maria Rigou, University of Patras, and Spiros
- Sirmakessis, Technological Educational Institution of Messolongi

Finally, this book can be suggested to the academicis and researchers who are related to the online customers, eCRM, interactive brands, viral marketing, permission-based mobile advertising, and advertising on internet and buyer behavior of online consumers.