


Electronic Marketing



***Integrating
Electronic Resources
into the
Marketing Process***



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Electronic Marketing

Integrating Electronic Resources into the Marketing Process

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Chateaux Software Development



The Dryden Press

Harcourt College Publishers

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Toronto Montreal London Sydney Tokyo

Chapter 1

Cisco Systems
Dell Computer Corporation
General Electric Company
Pepsi
T.J. Maxx
MasterCard
SoBe Beverages
Coca-Cola
CBS Marketwatch
Forrester Research
Census Bureau
Bureau of Labor Statistics
Stats USA
National Decision Systems
Claritas Prizm
Hoover's Online
Iconocast
Hard Rock
USWeb
The Wall Street Journal
Time, Fortune, Money Magazines
WCBS-AM

Chapter 2

Boston Consulting Group
Matrix Information and Directory
FIND/SVP
Mediamark Research
GVU User Survey
Decision Analyst, Inc.
ZD Market Intelligence
Visa
Amazon
Barnes & Noble
ESPN
White House
X-Files' Episode Guide
Comedy Central
Priceline
Volkswagen
Columbia House
Tampa Bay Partnership
Clorox
Procter & Gamble
Gillette
Viagra
Chrysler/Daimler-Benz
American Association of Advertising Agencies
Food Marketing Institute
National Association of Broadcasters
Answers
Fireglobe Web
Simmons Market Research Bureau
Standard Rate and Data Services
Dow Jones index
Microsoft Company
U.S. Department of Justice
AT&T
IBM
FedEx
Merrill Lynch
Nabisco
Hertz
Avis
Seven-Up
Music Blvd.
Tower Records
Arm & Hammer
Southwest Airlines
Tommy Hilfiger
Limited
The Gap

Chapter 3

Timberland Company
American Express
Kentucky Fried Chicken
Sunkist
Idaho Brand Potatoes
Advertising Age
Swatch
Rolex
Patek Philippe
Chevrolet
British Airways
United Parcel Service
Leichters
Sears
Lids
Vermont Sign School at Stowe
Product Safety Engineering, Inc.
eBay
Joe Wasson's Autograph Auction
Native American Pottery
Levi's
Nike
Joe Boxer

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www.dell.com
www.ge.com
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www.marketwatch.com
www.forrester.com
www.census.gov
www.bls.gov
www.stats-usa.gov
www.natdecsys.com
www.claritas.com
www.hoovers.com
www.iconocast.com
www.hardrock.com
www.usweb.com
www.djinteractive.com
www.pathfinder.com
www.newsradio88.com

www.bcg.com
www.mids.org
<http://etrg.findsvp.com/features/newinet.html>
www.mediamark.com
www.gvu.gatech.edu/user_surveys
www.decisionanalyst.com
www.zdintelligence.com
www.visa.com
www.amazon.com
www.barnesandnoble.com
<http://ESPN.SportsZone.com>
www.whitehouse.gov
www.thex-files/episodes.com
www.comedycentral.com
www.Priceline.com
www.vw.com
www.columbiahouse.com
www.lampabay.org
www.clorox.com
www.pg.com
www.gillette.com
www.viagra.com
www1.daimlerchrysler.com
www.aaaa.org
www.fmi.org
www.nab.org
www.answers.com
www.ruf.uni-freiburg.de/fireglobe
www.smart-mktg.com
www.srds.com
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www.microsoft.com
www.usdoj.gov
www.att.com
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www.towerrecords.com
www.armhammer.com
www.illyswa.com
www.tommyhilfiger.com
www.limited.com
www.gap.com

www.timberland.com
www.americanexpress.com
www.kfc.com
www.sunkist.com
www.idahopotato.com
www.adage.com
www.swatch.com
www.rolex.com
www.patekphilippe.com
www.chevrolet.com
www.british-airways.com
www.ups.com
www.leichters.com
www.sears.com
www.lids.com
www.signschool.com
www.pseinc.com
www.ebay.com
www.autografs.com
www.indart.com
www.levis.com
www.nike.com
www.joeboxer.com

CNN
NBC Nightly News
Fox Sports
Auto by Tel
Fido the Shopping Doggie
Ben & Jerry's
Wal-Mart
Burger King
Travelocity
Dejanews

Chapter 4

Corporate Buying Service
Blockbuster
Oracle Corporation

Chapter 5

Internet information:

DOD Advanced Research Projects Agency
Symbolics
Liszt
Bolt Beranek Newman
BITNET
National Science Foundation
Internet Activities Board
Internet Engineering Task Force
The World
Wide Area Information Servers
CERN
World Wide Web
Internet Society
Jean Armour Polly
InterNIC
First Virtual
RealAudio
CompuServe
Prodigy
American Registry for Internet Numbers
U.S. Postal Service
Stat Market
Statistical data on Internet

Yellow Pages

Chapter 6

Foot Locker
Sam's Club
Victoria's Secret
Macy's
Dillard's
JCPenney
Pizza Hut
Domino's
Knox NutraJoint
Lands' End
Unilever
Peapod
NetGrocer
Reel.com
E! Online
Hermes Project
Colgate Palmolive
PrimeCo
Oldsmobile
AltaVista
Johns Hopkins and Intellihealth
MCI
Timex
Campbell's Soups
Apple Macintosh
Volvo
Saab
Florida Orange Juice
Corona Beer
Godiva Chocolates
Hallmark
Korbel Champagne

Chapter 7

Cdnw
Star Wars
Library of Congress
FEED Magazine
Junglee
Citrix
Business Objects
America Online
ChickClick
Excite
HotBot
Infoseek
iVillage
NetCenter
Snap!
Yahoo!

www.cnn.com
www.nbc.com
www.foxsports.com
www.autobytel.com
www.shopfido.com
www.benjerry.com
www.wal-mart.com
www.burgerking.com
www.travelocity.com
www.dejanews.com

www.cbsdirec.com
www.blockbuster.com
www.oracle.com

www.pbs.org/internet/timeline/index.html
www.isoc.org/guest/zakon/Internet/History/HIT.html
www.isoc.org/internet-history/brief.html
www.arpa.mil
<http://story-brook.scrs.symbolics.com/www/index.html>
www.liszt.com
www.bbn.com
www.cren.net/index.html
www.nsf.gov
www.isi.edu/iab
www.ietf.cnri.reston.va.us/home.html
www.world.std.com
www.wais.com
www.cern.ch
www.w3.org
www.isoc.org
www.well.com/user/polly/about/surfing
www.internic.net
www.firstvirtual.com
www.realaudio.com
www.compuserve.com
www.prodigy.excite.com
www.arin.net
www.usps.gov
www.statmarket.com
www.yahoo.com/Computers_and_Internet/Internet/Statistics_and_Demographics
www.yellowpages.com

www.footlocker.com
www.samsclub.com
www.victoriasecret.com
www.macys.com
www.dillards.com
www.jcpenny.com
www.pizzahut.com
www.dominos.com
www.knox.com
www.landsend.com
www.unilever.com
www.peapod.com
www.netgrocer.com
www.reel.com
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www.cs.umd.edu/projects/hermes/overview/
www.colgate.com/products
www.primeco.com
www.oldsmobile.com
www.altavista.digital.com
www.intelihealth.com
www.mci.com
www.timex.com
www.campbellsoup.com
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www.corona.com
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www.hallmark.com
www.korbel.com

www.odnow.com
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http://lcweb.loc.gov
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www.aol.com
www.chickclick.com
www.excite.com
www.hotbot.com
www.infoseek.com
www.ivillage.com
www.netcenter.com
www.snap.com
www.yahoo.com

Chapter 8

Val-Pak
Internet Values and Lifestyles
Stanford Research Institute of California
Engage
i-Frontier
Persistent Client State HTTP Cookies
Alexa
Clickstream Information

Chapter 9

Morgan Stanley DeanWitter
GartnerGroup
PointCast
Nabisco Candystand
Butterfinger
Travelocity
Business Wire
PR Newswire
Kool-aid
Land 'o Lakes
Value America
Metropolitan Life
Real Agencies Affiliates Program
CKS Group
Audi
Fujitsu PC
General Motors
3Com
Candyland board game
Hasbro Toys
Progressive Grocer
Sports Collectors Digest
Beckett Memorabilia
Baseball Hall of Fame
New York Yankees
Atlanta Braves
Nicole Miller
Biore
Sprint
Adidas
Chia Pets
Graceworld
Tinsky/Hayes Tobacconist
Sammier
Bonhams

Chapter 10

Goto.com
Dogpile
Emily Postnews Netiquette

Chapter 11

Flowerlink's
Avon
Kraft Foods
Netscape®
Internet Explorer®
HTML DTD
Coffee Cup Image Mapper
LiveImage
Graphical editor for WWW
Splash! Image Mapper
Web Pages That Suck
Dr. HTML
W3C Validation
Dr. Watson
Did-it.com

Chapter 12

Disney World-Tokyo
Disneyland-Paris
Microsoft Market Focus 3
Internet Profiles Corporation
NetCount
SoftwareWebTrends
Aqua Inc.'s Bazaar Analyzer Pro
Net genesis
Open Market
MK Stats 2.2

Chapter 13

Ask Jeeves
Ford
American Express
Preview Travel
Buick

Chapter 14

Marriott Corporation
Outback Steakhouse

www.valpak.com
http://future.sri.com
www.sri.com/val/VALS/
www.engage.com
www.ifrontier.com
www.netscape.com/newsref/std/cookie_spec.html
www.alexa.com
www2000.ogsm.vanderbilt.edu/papers/
clickstream/clickstream.html

www.ms.com
www.occ.com
www.pointcast.com
www.candystand.com
www.butterfinger.com
www.travelocity.com
www.businesswire.com
www.prnewswire.com
www.kraftfoods.com/kool-aid/ka/index.html
www.landolakes.com
www.valueamerica.com
www.metlife.com
www5.real.com
www.cks.com
www.audi.com
www.fujitsu.com
www.gm.com
www.3com.com
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www.hasbrotoys.com
www.progressivegrocer.com
www.krause.com
www.beckett.com
www.baseballhalloffame.org
www.yankees.com
www.atlantabraves.com
www.nicolemiller.com
www.biore.com
www.sprint.com
www.adidas.com
www.chia.com
www.graceworld.com
www.cybersun.com
http://sammier.com/coins/banknotes
www.bonhams.com

www.goto.com
www.dogpile.com
ftp.ra.msstate.edu/pub/docs/words-1/funnies

www.flowerlink.com
www.avon.com
www.kraftfoods.com
www.netscape.com
www.microsoft.com
http://myst.uio.no/myst/kurs/Webprod/styles.html
www.coffeecup.com/mapper/
www.mediatec.com
www.boutell.com/mapedit
www.gosplash.com
www.Webpagethatsuck.com
www2.imagiware.com/RxHTML/
validator.w3.org
watson.addy.com
www.did-it.com

www.disney.co.jp
www.disney.fr
www.interse.com
www.ipro.com
www.netcount.com
www.egsoft.com
www.bazaar-suite.com
www.netgen.com
www.openmarket.com
www.mkstats.com/download

www.askjeeves.com
www.ford.com
www.americanexpress.com
www.previewtravel.com
www.buick.com

www.marriott.com
www.outback.com

Web Developer News
CINET's E-Commerce
ZD Journal
Webshowplace
Boardwatch Magazine
The List
Advice on choosing an ISP
Food Network
FAQ Information

Mama's Cucina
Lego
WWW Yellow Pages

Chapter 15

RSA Laboratories
Verisign
Internet Security Info.

SETCo.
Bank of America
VeriFone
Cybersource
OpenMarket
CyberCash
Idealab

Chapter 16

CSX Corporation
PricewaterhouseCoopers
CNET
Lockheed Martin
IPHighway
Hewlett Packard
3M

Chapter 17

European Union Info.
Australia Info.
Paris Nord
NUA
Jupiter Communications
Internationalist
Scoot
French Open
Union Nations

Chapter 18

American Association of Advertising Agencies
Internet junk mail info.

Yahoo Security

Yahoo Privacy

Better Business Bureau
Online Privacy Alliance
Hackers

Internet Censorship

CyberQuest
CyberLaw
Cyberspace Law Center
Cyberspace Law for Non-Lawyers
Intellectual Property
Intellectual Property/Mail Pointer Box page
KuesterLaw
World Intellectual Property Organization
Copyright Website
Copyright Crash Course

McAfee Virus Software
Yahoo Virus Page

AVP Virus Encyclopedia
CIAC Virus Database
Yahoo's Urban Legends

CIAC Internet Hoax page
Business Software Alliance
American Marketing Association
Electronic Frontier Foundation

Chapter 19

NGI Concept Paper
Etrade
Citibank
University Corp. for Advanced Internet Development
VRML Repository

www.internetnews.com
www.news.com
www.zdjournal.com
www.webshowplace.com
www.boardwatch.com
http://thelist.iworld.com
http://gea.nm.sik.si/silicon_graphics/ISP.choose.html
www.loodtv.com
www.cis.chio-state.edu/hypertext/faq/usenet/
finding-groups/faq.html
www.eat.com
www.lego.com
www.cba.uh.edu/yloppges/yabc.html

www.rsa.com
www.verisign.com
http://developer.netscape.com/docs/
manuals/index.html
www.setco.org
www.bankamerica.com
www.verifone.com
www.cybersources.com
www.openmarket.com
www.cybercash.com
www.idealab.com

www.csx.com
www.e-business.pwcglobal.com
http://home.cnet.com
www.lmco.com
www.iphighway.com
www.hp.com
www.3m.com

www.europa.eu.int
http://australia.internet.com
www.paris-nord.com
www.nua.ie
www.jup.com
www.internationalist.com
www.scoot.co.uk
www.frenchopen.org
www.un.org

www.aaaa.org
http://dir.yahoo.com/Computers_and_Internet/
Communications_and_Networking/
Electronic_Mail/Junk_E-mail
http://dir.yahoo.com/
Computers_and_Internet/Security_and_Encryption
http://dir.yahoo.com/
Computers_and_Internet/Internet/Policy/Privacy
www.bbbonline.org
www.privacyalliance.org
http://dir.yahoo.com/Computers_
and_Internet/Security_and_Encryption/hacking
http://dir.yahoo.com/Society_and_Culture/
Issues_and_Causes/Civil-Rights/Censorship
www.bit4it.com
www.cyberlaw.com
www.cybersquirrel.com/cic/cicindex.html
www.counsel.com/cyberspace/copyright.html
www.ipmag.com
www.tpic.edu/pmmail/pointbox.htm
www.kuesterlaw.com
www.loc.gov/copyright/wipo.html
www.benedict.com
www.utsystem.edu/OGC/
IntellectualProperty/cprindx.htm
www.mcafee.com
http://dir.yahoo.com/Computers_and_Internet/
Security_and_Encryption/Viruses
www.avp.ch/avpve
http://ciac.lnli.gov/ciac/CIACVirusDatabase.html
http://dir.yahoo.com/Society_and_Culture/
Mythology_and_Folklore/
Urban_Legends/Computer_viruses/
http://ciac.lnli.gov/ciac/CIACHoaxes.html
www.bsa.org
www.ama.org
www.eff.org

www.ngi.gov
www.etrade.com
www.citibank.com
www.ucid.edu
http://vrml.sdsc.edu

Electronic Marketing

*Integrating Electronic Resources
into the Marketing Process*

Dedication

For my parents, Melissa and Edward, whose faith in me, steadfastness, and love carried me through times of turbulent health. JER

To my husband, Scott, his loving patience and support was, as always, my anchor. SJS

For my personal cheerleading squad: Monica, Karen, Michael, Mom, and Dad. KRZ

The Dryden Press Series in Marketing

Assael
Marketing

Avila, Williams, Ingram, and LaForge
The Professional Selling Skills Workbook

Bateson
Managing Services Marketing: Text and Readings
Third Edition

Blackwell, Blackwell, and Talarzyk
Contemporary Cases in Consumer Behavior
Fourth Edition

Boone and Kurtz
Contemporary Marketing ^{WIRED}
Ninth Edition

Boone and Kurtz
Contemporary Marketing 1999

Churchill
Basic Marketing Research
Third Edition

Churchill
Marketing Research: Methodological Foundations
Seventh Edition

Czinkota and Ronkainen
Global Marketing

Czinkota and Ronkainen
International Marketing
Fifth Edition

Czinkota and Ronkainen
International Marketing Strategy: Environmental Assessment and Entry Strategies

Dickson
Marketing Management
Second Edition

Dunne and Lusch
Retailing
Third Edition

Engel, Blackwell, and Miniard
Consumer Behavior
Eighth Edition

Ferrell, Hartline, Lucas, Luck
Marketing Strategy

Futrell
Sales Management: Teamwork, Leadership, and Technology
Fifth Edition

Grover
Theory & Simulation of Market-Focused Management

Ghosh
Retail Management
Second Edition

Hoffman/Bateson
Essentials of Services Marketing

Hutt and Speh
Business Marketing Management: A Strategic View of Industrial and Organizational Markets
Sixth Edition

Ingram, LaForge, and Schwepker
Sales Management: Analysis and Decision Making
Third Edition

Lindgren and Shimp
Marketing: An Interactive Learning System

Krugman, Reid, Dunn, and Barban
Advertising: Its Role in Modern Marketing
Eighth Edition

Oberhaus, Ratliffe, and Stauble
Professional Selling: A Relationship Process
Second Edition

Parente, Vanden Bergh, Barban, and Marra
Advertising Campaign Strategy: A Guide to Marketing Communication Plans

Reedy, Schullo, and Zimmerman
Electronic Marketing: Integrating Electronic Resources into the Marketing Process

Rosenbloom
Marketing Channels: A Management View
Sixth Edition

Sandburg
Discovering Your Marketing Career CD-ROM

Schaffer
Applying Marketing Principles Software

Schaffer
The Marketing Game

Schellinck and Maddox
Marketing Research: A Computer-Assisted Approach

Schnaars
MICROSIM

Schuster and Copeland
Global Business: Planning for Sales and Negotiations

Sheth, Mittal, and Newman
Customer Behavior: Consumer Behavior and Beyond

Shimp
Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications
Fourth Edition

Talarzyk
Cases and Exercises in Marketing

Terpstra and Sarathy
International Marketing
Seventh Edition

Weitz and Wensley
Readings in Strategic Marketing Analysis, Planning, and Implementation

Zikmund
Exploring Marketing Research
Sixth Edition

Zikmund
Essentials of Marketing Research

Harcourt College Outline Series

Peterson
Principles of Marketing

About the Book

As the world of marketing information becomes more and more complex, marketers should strive to simplify their decision making processes. Over the last twenty-five years, marketing data have grown by volumes to the point of intimidation, and this overflow of data has been fanned by computer resources, either PC, mini, or main-frame machines. Fortunately, these same computer tools are being harnessed by marketers to assist in the analysis, planning, and implementation of marketing programs, in both consumer and business-to-business situations. Improved communications and enhanced corporate memory are the results of the marketer's electronic environment, whether the business comprises of two employees to two thousand employees. Any enterprise benefits from improvements in operational efficiency and effectiveness, and the marketing function is now embracing more electronic resources as computing costs go down and computing utility goes up. It has been said that a successful marketer's career depends on two qualities—the ability to organize and the ability to persuade. The purpose of this textbook is to assist marketers and marketing students in recognizing the value of electronic marketing resources and to demonstrate how to integrate these electronic tools into each stage of the marketing process. Better organization through improved segmentation strategy or better database management as well as enhanced execution of online communications channels leads to better management of the marketing function that, of course, leads to better performance. The ability to organize, be it marketing research, prospect profiles, segmentation or media strategies, customer communications systems, or database arrangements, allows the marketer to stay on track with firm direction. Likewise, knowing the shortest distance between two points, say from the marketing concept to market consumption, is worth its weight in gold to any company. While this textbook does not deal with the second marketing quality of persuasion, well-designed and carefully considered marketing programs can be quite persuasive to the marketer's superiors and peers. Concise strategies do speak volumes.

The content of this textbook and the experiences and examples of marketing activities have been drawn from the collective business backgrounds and education of its three authors. Their experience spans three decades of marketing history. As they all have specialties within the applied marketing arenas, the authors stand united in their approach to harnessing electronic resources to improve the steps of the marketing process. The stages of a traditional marketing approach, specifically engaging in a situation analysis that leads to the marketing planning and then advances a pattern of marketing implementation, are carefully followed. The authors believe the methods by which marketing success is attained can be made more accurate and timely. The book proposes to introduce and integrate the best practices for the contemporary marketing process. The reader will note that the content of the text is ultimately directed toward enhancing decision making among promotional tools, primarily advertising and other forms of communications. In traditional marketing, the promotional element is a costly portion of the marketing budget. Can the promotional effort become more cost effective and efficient?

This leads to the applications for the Internet, more specifically the World Wide Web. The Web is recognized as a tremendously flexible medium that is well suited to the marketing function. The Web will be used in several manners in this textbook: as a research tool, as an exposure tool for advertising and other promotional activities, as a customer contact vehicle, as well as a customer feedback vehicle. The Web performs

admirably in all of these research and communications tasks, but it is wise to remember that currently the World Wide Web can muster household penetration of less than 25 percent. Other traditional media such as newspaper or television are still needed to reach the maximum of consumer groups. In other words, the net of the Web is still not sufficiently big enough to use online communications exclusively. World Wide Web usage is growing, but it still needs more time to mature. Most communicators compare the household penetration to that of cable television. Cable took more than twenty years to become a viable advertising vehicle, and marketers believe that Web usage will outstrip the acceptance levels of cable television.

The textbook's writing style stresses a clear, concise, and interesting treatment of electronic marketing and electronic commerce subjects, and up-to-date examples and situation vignettes are employed abundantly in every chapter. The organization of the material within each chapter follows a critical thinking path of *who, what, when, why, and how* in developing the marketing processes. This direct and repetitive approach keeps the processes on target. In the narrative text, frequent references are made to the marketing or communications cycle for products and services. To avoid a horrendous repetition of these two elements, many times the text will read "products," with no restatement of the equal marketing position of services. Therefore, when products are being discussed, the student should read the reference as "products and services" unless otherwise disclaimed.

Electronic Marketing is divided into four parts, organized according to the planning and implementation from concept to special topics of the marketing process. The first part, "The Concepts of Electronic Marketing," explains the foundations of online research and marketing and draws parallels to the stages of the traditional marketing process (situation analysis, marketing planning, and marketing implementation). The second part, "Integrating Electronic Marketing Resources," develops the substituting electronic tool for the traditional tool and provides examples of the online execution. Section three, "Implementing the Commerce Concept," covers the actual activities of establishing and promoting a virtual storefront with attention given to ongoing responsibilities of the e-marketer and Web master. The fourth part, "Special Topics," addresses the unique opportunities that the Web presents such as a direct business-to business channel, international e-commerce, the ethics of e-marketing, and the commerce-expanding possibilities in the future of electronic marketing. The textbook includes appendices of an outline for creating an online marketing and promotional program, geo-demographic data analysis, a list of current electronic marketing resources and Web addresses, and a survey format for interviewing businesses that are online.

One last comment about Web navigation: Understand that Web addresses continually change and sometimes are abandoned by their creators. While the authors have diligently tried to include current and active Web site addresses by publication time, some addresses may have changed or have been deleted by the information source. Sometimes a posted notice on the Web page you have been routed to may be included informing the viewer of changes; sometimes this new address is a hyperlink to an active location. In these cases, follow the hyperlink to see if your desired information resides on that site, or double-check the address that you originally typed.

Supplemental Material

To assist the marketing or communications instructor, the authors have assembled a variety of teaching tools. The first edition of *Electronic Marketing* is accompanied by an Instructor's Manual that has been class-tested for over two years at the time of publication. It contains suggested course content, a schedule (for both a fifteen-week semester and a ten-week summer term), and a discussion of appropriate teaching tips.

The Test Bank contains questions for both midterm and final examinations. They are multiple-choice questions and are arranged by chapter chronology, thus giving the instructor the choice of cumulative or noncumulative exams. One last but very timely resource is the text Web page (www.embook.com) which is designed to present new and relevant Web marketing activities and online points of interest. The Web site will be reviewed and revised twice monthly, so it is hoped that instructors will consult the site to obtain fresh teaching materials as well as updated information. The authors encourage instructors to share and e-mail any suggestions or anecdotal information to Joel Reedy at reedy@coba.usf.edu to aid the instructional materials and Web resources.

In addition to the textbook's Web page, an *Electronic Marketing* site has been created by Eric Sandburg and The Dryden Press. Using this site, students and professors can gain additional information and resources using the Net. This *Electronic Marketing* page is located on The Dryden World Wide Web site at www.harcourtcollege.com

Acknowledgments

Chapter after chapter we have benefited greatly from the insightful comments and suggestions of an outstanding group of reviewers. They have provided perspectives, shrewdness, and constructive criticisms that are vital in planning and writing a comprehensive textbook on such a new marketing topic and discipline. Therefore, we would like to express our appreciation to the following colleagues who participated in the review process for the first edition of *Electronic Marketing: Integrating Electronic Resources into the Marketing Process*.

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Patrali Chatterjee, Rutgers University

Anne Forte, Walsh College

Ellen R. Foxman, Bentley College

Carolyn E. Predmore, Manhattan College

Many thanks to The Dryden Press for assembling a staff so professional, skillful, and congenial that they made the first edition's writing process smooth and complete from the book's conception to publication. Bill Schoof, acquisitions editor and baseball aficionado, picked our diamond from the rough, provided us steady direction, and offered great encouragement throughout the project. Bobbie Bochenko, our developmental editor, made improvements at every turn and displayed exceptional patience as we wrote and rewrote. She jumped in and assisted, prodded, and praised our team to produce the best manuscript we could. Sandy Mann, copy editor, polished our copy masterfully, while Colby Alexander, project editor, ran the production schedule with the expertise of a train conductor, eyes glued to the details. Also, thanks are extended to the following team members: Linda Blundell, picture and rights editor; Angela Urquhart, production manager; April Eubanks and Biatriz Chapa, art directors; Kim Samuels, manufacturing manager; and Lisé Johnson and Marcia Masenda from the marketing department.

Thanks also to the Val-Pak marketers, especially Lynn Johnson who produced the GIS data analysis according to my expectations. Associates Lisa Berry and Steve Egge of National Decision Systems in San Diego gave us permission to use the company data files for the Tampa Bay and metro Orlando areas for use in the geo-demographic exercise; NDS executive Bob Giest has shared the segmentation data with us since 1995. An old friend, Tom White with E-Com Systems shared with us the latest news in electronic catalog and payment systems.

Thanks from Joel Reedy

Defining and describing the dynamics of a new marketing process and medium are difficult tasks but a rare opportunity for the marketing practitioner. I would like to thank my Department of Marketing chair, Bill Locander, my good friend Paul Solomon, and all my marketing colleagues, including our former office manager Lori Wilder, for encouraging and supporting my efforts during a trying year of ill health. Thanks also to Rosemary Ramsey, marketing chair at Eastern Kentucky State University at Richmond and ex-colleague, for suggesting back in early 1996 that I develop an electronic marketing course. From this course framework emerged this marketing textbook.

I sought out the best professionals and interviewed them extensively for insights into the Internet and online marketing. Thanks to Christopher Steinocher, Susan Cook, Christopher Akin, Kristy Funderburk, Hugo Toledo, Sara Suarez, and Russell Tewksbury for outstanding contributions to the course development; each added his or her expertise in the course materials development. Doctoral student Rich Gonzalez demonstrated to me great appreciation for electronic processes of information management and showed me something new every class period. He shared his insights on the future of information, and shortly some lucky undergraduates will benefit from his understanding of electronic marketing. I have a great admiration for the work of a former student, Sonal Mehta, who assisted me night after night with graphics selection and preparation and text assembly. Her excellent academic prowess I knew, and I am benefiting greatly from attitude, computer skills, and an upbeat enthusiasm for online marketing. Another former student, Chris Bilotta now a marketing professional with Val-Pak Direct Marketing Systems, contributed the geographic mapping segmentation information and map graphics. Thanks also to the Val-Pak marketers, especially Lynn Johnson who produced the GIS data analysis according to my expectations. An old friend, Tom White with E-Com Systems, shared with me the latest news in electronic catalog and payment systems. Rose Stambaugh, my nurse, provided tremendous support during the entire process. Thanks and love to my sister, Mary Ann Mason, who tackled the tedious task of typing interview transcripts for case histories.

I teamed up with two professionals from different industries. Shauna Schullo, an expert in software applications and teaching software applications, teaches at the University of South Florida. Shauna served as a guest speaker on HTML, Web site, and forms design as I launched the electronic marketing course. Her knowledge and facility in the software of marketing systems immediately impressed me, and I proposed that she contribute the Web tools instruction to the textbook. She agreed.

The other industry professional is Ken Zimmerman, a software systems wizard and twenty-first century information technologist, whom I have known since 1985. He is a software and systems visionary, and I wanted his participation in writing the textbook. He knows communications, database, and e-commerce business issues. His knowledge of newness is legendary, and each of his Chateaux Software Development clients benefit from Ken's vault-like mind. I am proud to have Ken's and Shauna's wisdom and experience in coauthoring this timely and classroom-tested textbook for college and professional readers.

Lastly and most importantly, my wife and children have been extremely patient and supportive as I neglected them over the last nine months, ignoring e-mails from and meals with them. While writing my portion of the textbook, I gave my wife Shirley and children Chandler and Chanel a serious scare with a three-week hospitalization and a two-month recovery during which they pushed the medical establishment and pulled me back to steady health. No three persons have ever cheered more for a dad.

Thanks and love to my sister, Mary Ann Mason who tackled the tedious task of typing interview transcripts for case histories.

Thanks from Ken Zimmerman

First, and foremost, I would like to recognize the unstinting comments and sage advice that have flowed from two of my very best friends for the past fifteen years: Joel Reedy and Hugo Toledo. We are only human, but Joel is probably the only superhuman I know. He has for years pushed me to achieve more by showing me what people are really capable of, while Hugo has always been, well, the smartest person I know. But his wisdom has certainly been superseded by his kindness to all the people close to him, and I count myself fortunate to be one of them. Hugo is a master of reliable sources of information, and during the formulation of my contribution to this book, I frequently referred to Hugo's sources—and they have not failed me!

Sherlyn Celone, in her capacity as friend and advisor, lent her considerable expertise in helping to document case histories of the e-commerce systems she proposed and executed during her management position at Bayer Corporation. Russell Madris, the founder of Corporate Buying Service, provided excellent commentary on the opportunities and pitfalls of creating his CBSdirect.com web-enabled sales system as he had envisioned it to be—years before the Internet became the center of commerce it is today. Denise Carreau worked nights to research and write about many topics that later became material for this book, while Zolton Varszegi, Mike Mcleish, Sean Jacobs, and George Ackerly provided terrific service and support as Chateaux Web masters. And although they did not contribute directly to content for the book, John Bartsch, George Ballantoni, and Michael Cantone provided excellent technical review of relevant material while helping to guide the ship of Chateaux Software during my “writing days.”

Kudos go to my father, who in former years ran a marketing and publishing institute of his own, for his advice about writing to a marketing audience that has changed in many ways—but not in others—with the advent of the electronic age.

Thanks from Shauna Schullo

The writing of a textbook is an enormous endeavor that I have come to realize takes time, energy, and enthusiasm throughout the long haul. Having never attempted such a feat, I was not completely prepared for the road that lay ahead. However, the experience has been a good one that has taught me many lessons. Most importantly, I can now proudly say that the job is complete and I am exuberant about the quality of work that has come together in this book. On this note, I would like to take a moment to pass on some thanks for the experience that I have gained from being on this team of writers. First and most importantly, I would like to thank Joel Reedy for his steady hand and encouragement throughout the writing of this book. Joel is an amazing man whose stamina is truly unbelievable. Through all his tribulations, he always remained positive and enthusiastic. Thanks Joel for allowing me the opportunity to begin my writing career and to work with such a great bunch of people. Second, I would like to thank my friends and family for always believing that I can do anything, even when sometimes I do not believe it myself.

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