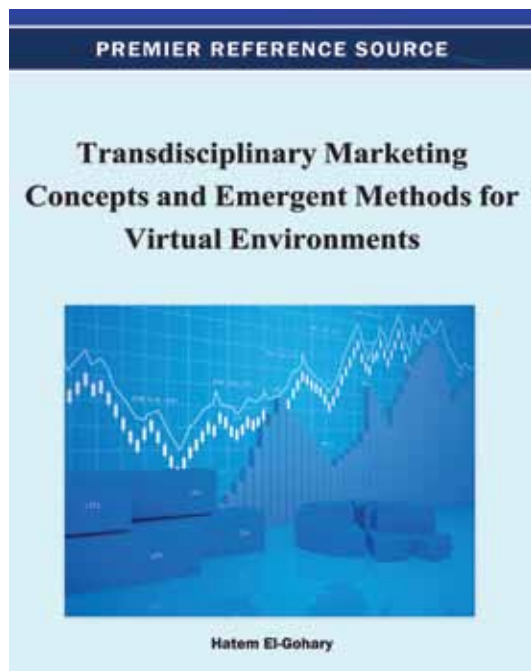


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## Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environments



Hatem El-Gohary (Birmingham City University Business School, UK)

The ever evolving World Wide Web provides more opportunities and challenges than ever before. Understanding marketing concepts and new and emerging methods for this digital landscape is the key to online success.

### **Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environments**

provides a broad and comprehensive international coverage of subjects, issues, and current trends relating to all areas of online marketing. Emphasis is highly placed on research articles, case studies, and book reviews that seek to connect theory with application, identifying best practices in online marketing. In this respect, this book links both theoretical and practical approaches of online marketing to make a proactive contribution to the field perfect for researchers, practitioners, entrepreneurs, policymakers, and educators.

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- Legal issues related to online marketing
- Measuring online marketing performance
- Online advertising
- Online branding
- Online marketing strategies
- Search Engine Optimization (SEO)
- Web analytics
- Web usability

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**Hatem El-Gohary** is Reader in Marketing at Birmingham City University Business School (Birmingham, West Midlands, UK) and LM at Cairo University Business School (Cairo, Egypt). Dr. El-Gohary has more than 19 years of experience in academia, worked as the marketing Director of a multinational company and a marketing consultant for a number of national and multinational companies. His research interests include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. His academic research is published in a number of high quality journals, books, book chapters, and various international conferences. Dr. El-Gohary holds a PhD, MSc, MRes, PGDip, BSc as well as PGCHE and is a Chartered Marketer, Certified E-Marketer (CeM), Certified Social Marketing Associate (CSMA), an AABPP Fellow, CIM member and has a significant record of experience in voluntary work in Egypt and the UK. Dr. El-Gohary won: The Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, Birmingham City University Business School Best Paper Award 2011, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992) as well as SLED Best New Mentor Award 2007. Moreover, he has been awarded an Honorary Life Membership in UBU.