



Online Marketing Handbook: How to Promote, Advertise, and Sell Your Products and Services on the Internet, 1998 Edition

Daniel S. Janal, Daniel Janal

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Online Marketing Handbook opens your eyes to the vast and varied possibilities of promoting and selling products and services in cyberspace. Written by and for the professional marketer, it is the most comprehensive, step-by-step source of online marketing ideas, tips, and techniques available in one source. Everything you need to know to harness the full power of the Internet for your promotional, advertising, and selling endeavors is here. This edition includes the latest groundbreaking ideas, methods, and successes, plus dozens of new examples and case studies from dynamic companies around the world. Written in clear, concise language, this new edition includes proven strategies for incorporating the Internet and/or commercial online services (AOL, CompuServe) into your marketing plans, in ways that enhance revenues, reduce costs, maximize productivity, and increase customer value.



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