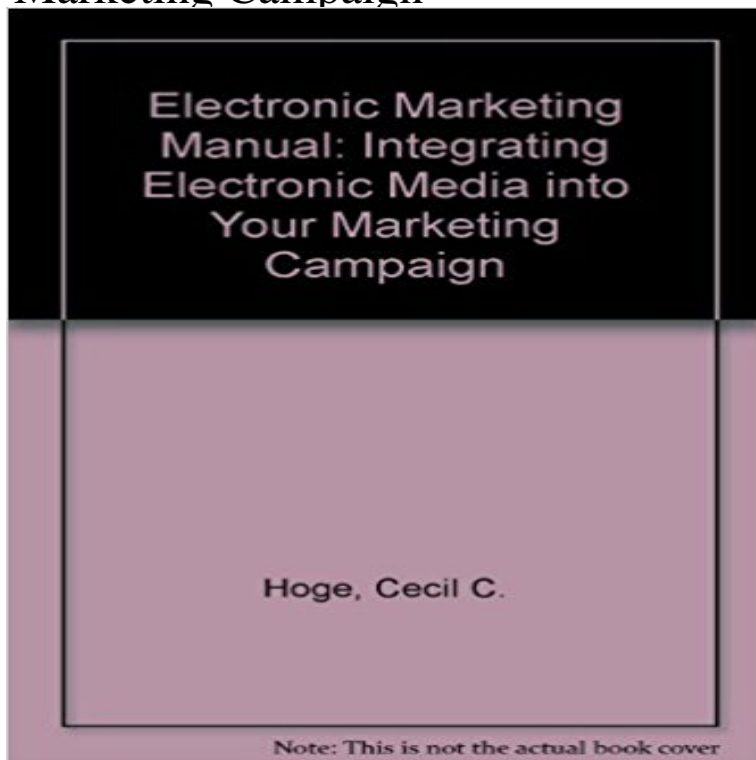


The Electronic Marketing Manual/Integrating Electronic Media into Your Marketing Campaign



One of the best ways to ensure profitability in the 90s is through electronic marketing. In The Electronic Marketing Manual, direct marketing pioneer, Cecil C. Hoge Sr, shows consumer and business marketers how to select and customize the best electronic media product(s) for their sales and marketing needs. This media-by-media guide begins with standard media, such as TV, radio and telephone, and moves on to over 20 cutting-edge electronic technologies, including CD-ROM catalogues, direct-by-satellite business TV marketing, and electronic vending machines. Also featured are low-risk, high-profit strategies for deciding whether to use electronic media, how to get started and how to sidestep common problems, as well as success stories of small and mid-sized firms showing readers how to integrate electronic media into their marketing efforts to enhance product awareness, boost sales and slash costs.

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