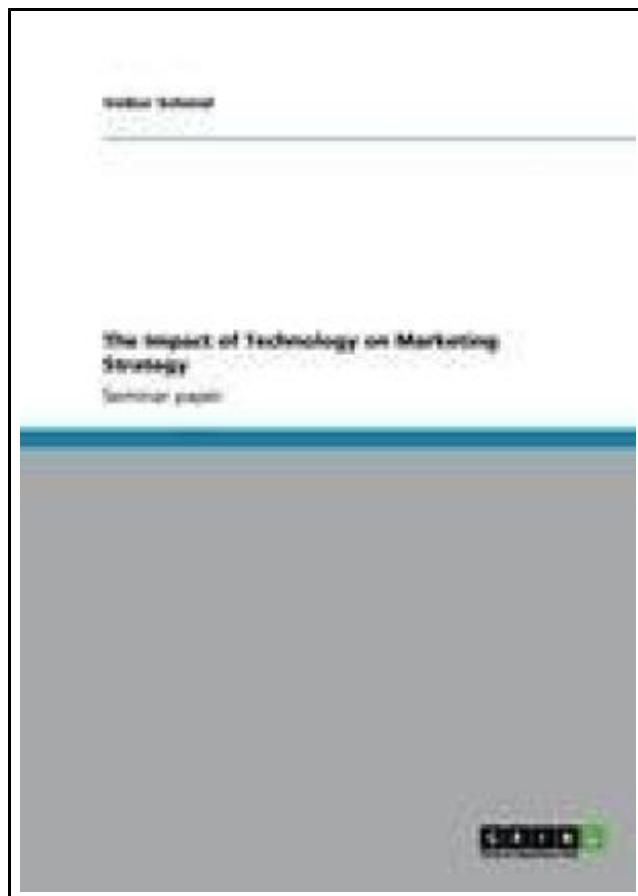


## The Impact of Technology on Marketing Strategy



Filesize: 5.15 MB

### Reviews

*This pdf may be worth getting. It is actually written in straightforward words and not difficult to understand. You will not feel monotony at any moment of your respective time (that's what catalogs are for about should you request me).*  
**(Miss Golda Okuneva)**

## THE IMPACT OF TECHNOLOGY ON MARKETING STRATEGY

[DOWNLOAD](#)

GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 211x151x5 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A (80 percent), University of Teesside (Teesside Business School), 52 entries in the bibliography, language: English, abstract: According to O Conner (1998), the impact of technology on marketing is dramatic. The industrial countries of today represent a growing information society which is based on technology. For an organisation information is the most precious of modern corporate resources and its exploitation the key to competitive survival, the spotlight falls on marketing (Mazur, 1994). To gather, handle and analyse the high amount of information, companies rely on technology. 1.5 billion pounds are invested on marketing related IT applications just in the UK (Leverick, 1998), which makes 15 percent of the total amount spent on IT, and this percentage is still increasing. The aim of this paper is to evaluate the impact of all potential technologies on the marketing strategy, using a variety of industry and organisational examples, and addressing the implications and potentials for the future. Therefore, it is necessary to firstly consider the range of current and potential future technologies that may or can be utilised in the company's marketing function. Examples of how real companies use this technology need to be provided and appropriate legal issues have to be discussed. Finally, possible technologies for the fictitious Business Technology PLC's marketing function are suggested including a financial plan. A wide range of technologies could be identified including hardware, software and communication technology. It could be shown that technology has a strong impact on the marketing strategy in terms of collect, handle, interchange, communicate, analyse, personalise...

[Read The Impact of Technology on Marketing Strategy Online](#)[Download PDF The Impact of Technology on Marketing Strategy](#)

## See Also

---



### **Psychologisches Testverfahren**

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download PDF »](#)

---



### **Programming in D**

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Download PDF »](#)

---



### **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying—including cyberbullying—arms parents...

[Download PDF »](#)

---



### **History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)**

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This version of the History of the Town of Sutton Massachusetts...

[Download PDF »](#)

---



### **Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download PDF »](#)



**Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm.

Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This historic book may have numerous typos and missing text. Purchasers can download

[Save Document »](#)

---



**Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age**

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video

[Save Document »](#)

---



**Parenting by Temperament: Brief Manual for Teachers, Counselors and Family Therapists (Paperback)**

On Demand Publishing, LLC-Create Space, United Kingdom, 2012. Paperback. Book Condition: New. 270 x 210 mm. Language: English . Brand New Book. This brief manual describes the philosophy behind Parenting by Temperament, and our three

[Save Document »](#)

---



**The World is the Home of Love and Death**

Metropolitan Books. Hardcover. Book Condition: New. 0805055134 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-

[Save Document »](#)

---



**The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds**

Anness Publishing. Paperback. Book Condition: new. BRAND NEW, The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds, Nicola Baxter, Geoff Ball, This is a super-size first reading book for 3-5 year

[Save Document »](#)