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### Chapter 1 Introduction to e-marketing

This chapter introduces e-marketing and its benefits and risks. It describes the difference between e-commerce, e-business and e-marketing; the dangers of sloppy e-marketing; how to present a business case for going online and the benefits – Sell, Serve, Save, Speak and Sizzle.

### Chapter 2 ReMix

The digital world affects every aspect of business, every aspect of marketing and every aspect of the marketing mix. Some argue that physical distribution, selling and pricing absorb the