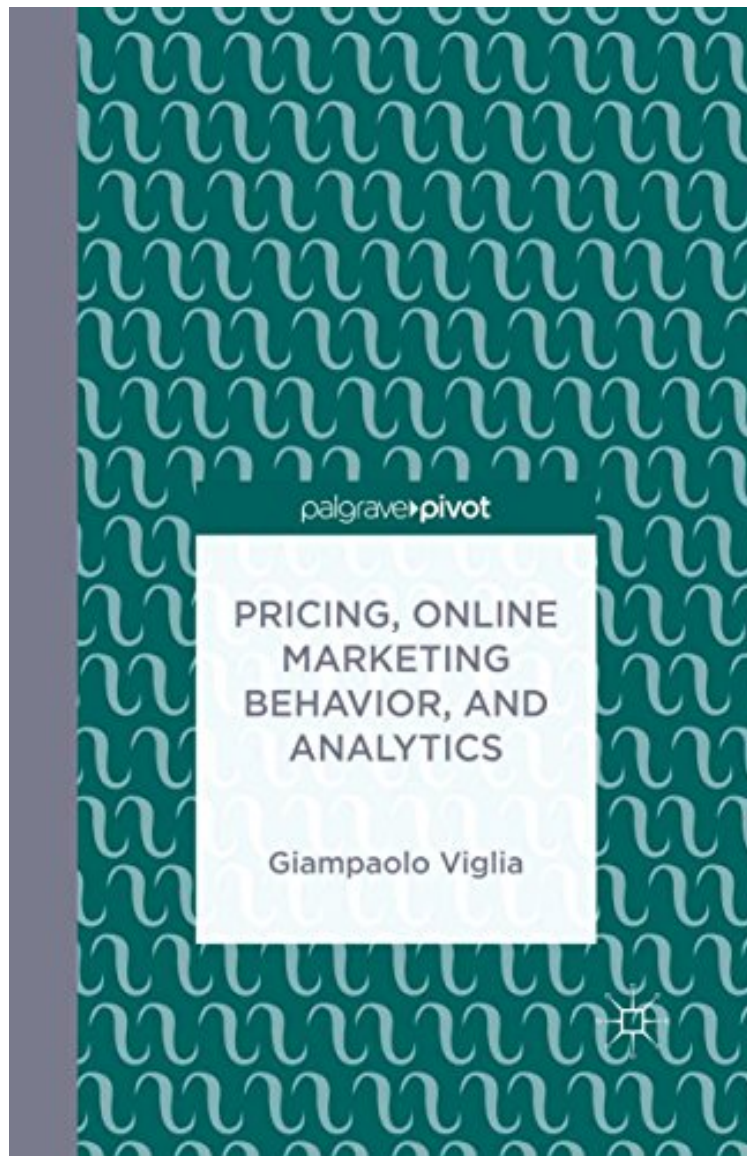


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## Pricing, Online Marketing Behavior, and Analytics

G. Viglia

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0 of 0 people found the following review helpful. This text has practical value instead of just scholarly content. By Farhan Malik I like the statistical analysis as it can be used in real life. The author makes an effort to make the reader understand what Online Marketing is by describing enough details not to confuse the reader. It shows hoteliers ways to promote their properties by using techniques like SEO and SEM. The research of hotels has some great insights of successful hotels worldwide.

Over the past few decades marketing practices have shifted with the sudden growth of social media and the proliferation of devices, platforms, and applications. This rapidly changing environment presents new opportunities and challenges for marketers, who need to stay up to date with the development of e-marketing. Viglia instructs readers in the theories and practices of online marketing; detailing the characteristics, consumer behaviors, and differences between platforms, analytics, and pricing strategies of new media. Pricing, Online Marketing Behavior, and Analytics covers many different aspects of how online marketing works and its continuous evolution. Case studies and examples are used throughout the book to outline theories and explain e-marketing characteristics in a practical way.

About the Author Giampaolo Viglia is a Post Doctorate Research Fellow at the University of Eastern Piedmont, Italy.